



Dare County Tourism Board Meeting

December 19, 2024

9 a.m.

Curtis H. Creech Memorial Boardroom
Outer Banks Visitors Bureau Administrative Offices
One Visitors Center Circle, Manteo, NC 27954

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, DECEMBER 19, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance and Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the November 21, 2024 Meeting
- V. Public Comments
- VI. Chair's Remarks
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
 - 1. Update Personnel Policy Per NCGS §143-805
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, NOVEMBER 21, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Dennis Robinson, Assistant Treasurer; Mark Ballog, Terry Gray, Richard Hess, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Tod Clissold; Treasurer; Tonia Cohen, Secretary; Mark Batenic and John Head.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager
Jeff Schwartzenberg, Community Engagement Manager

OTHERS ATTENDING: Luke Halton, OBX Way; Jack McCombs Chief Master Sergeant, USAF (Retired), Carol McCombs, and Rita Seeliq Ayers, US Air Force Heritage Memorial to Memorial Bicycle Event.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

Vice Chair David Hines led the meeting until the arrival of Chair Thibodeau.

APPROVAL OF AGENDA: Ms. Judge moved to approve the agenda. Second by Mr. Gray. There was no discussion. The motion passed unanimously (8-0).

APPROVAL OF MINUTES: Mr. Gray moved to approve the meeting minutes from October 17, 2024 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (8-0).

PUBLIC COMMENTS: Jack McCombs made a presentation about the Memorial to Memorial Bicycle Event (on file).

Chair Thibodeau arrived at 9:20 a.m.

STEERING/CHAIR'S REPORT: Lee Nettles and Diane Bognich reviewed the Tourism Impact Grant (TIG) process and the work of the Committee; asking to exclude the recommended award for the Traffic Light in the Town of Nags Head as the Town and North Carolina Department of Transportation were working on another option for the traffic light.

Mr. Siers moved to exclude the Nags Head Traffic Light from the recommended awards. Second by Mr. Hines. There was no discussion. The motion passed unanimously (9-0).

STEERING/CHAIR’S REPORT (continued): The Board reviewed the following recommended TIG awards:

Organization	Project	Project Amount	Recommended Award
Avon Property Owners Assoc.	Boardwalk replacement of public beach accesses on Antillas and Gull Cry Roads	\$94,200.00	\$54,000.00
Chicamacomico Historical Assoc.	1874 Life Saving Station, Phase II	\$169,250.00	\$125,000.00
Dare County Arts Council	50 Years on the Outer Banks, panel printing	\$130,000.00	\$4,000.00
Friends of Jockey’s Ridge	Points of Interest Trail Markers	\$75,000.00	\$50,000.00
Town of Kill Devil Hills	West Martin & Swan Street Sidewalks	\$484,935.00	\$240,000.00
Town of Kitty Hawk	Message Board	\$27,490.00	\$27,490.00
	Crosswalk Lighting on Beach Road	\$40,000.00	\$40,000.00
Town of Manteo	Cartwright Park Improvements	\$500,000.00	\$250,000.00
Town of Nags Head	W. Baymeadow Drive Sidewalk	\$70,850.00	\$53,137.00
	Living Shoreline <i>*award contingent on no impacts to permits and construction of Soundside Boardwalk</i>	\$450,000.00	\$100,000.00*
	W. Windjammer Sidewalk	\$165,450.00	\$124,087.00
Town of Southern Shores	NC 12 Multi Use Path	\$185,950.28	\$91,533.67
	<i>Total Recommended Award Amount</i>		<i>\$1,159,247.67</i>

Mr. Hines moved to accept the recommended TIG awards as presented. Second by Mr. Gray. There was no discussion. The motion passed unanimously (9-0).

BUDGET AND FINANCE REPORT: reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .34% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles noted:

- Printing and distribution of the 2025 Official Outer Banks Travel Guide
- The 2024 Tourism Summit was successful. He thanked Lorrie Love and staff for their hard work in putting together the summit. The Board discussed the summit, particularly the Outer Edge long form videos and plans for those to be shared publicly.
- New features on outerbanks.org include a booking engine and AI assistant for trip planning
- Marketing Dashboard and visitation

Jeff Schwartzberg reviewed the last Long Range Tourism Management Plan Special Committee meeting of 2024. The Committee will resume meeting in January 2025. He also noted the 2024 State of Tourism booklet.

Lorrie Love noted upcoming travel marketplaces and events at the Soundside Event site.

Aaron Tuell noted current and upcoming media coverage for the Outer Banks.

OLD BUSINESS: There was no old business before the Board.

NEW BUSINESS: Lee Nettles noted the letter of support for the Dare County Housing Task Force’s application to participate in the Carolina Across 100 “Our State, Our Homes” program.

BOARD MEMBER COMMENTS: The Chair gave kudos to the staff for the Tourism Summit, noting the Pioneer Theater and the Town of Manteo were great locations for the summit.

Ms. Judge asked if there was any new information on Western North Carolina. Lee Nettles noted that, at the most recent North Carolina Travel and Tourism Board, counties in the western region were grappling with how to attract visitors to the areas that were open and ready to have visitors without impacting those area that were not.

Mr. Ballog noted the 12 Bars of Christmas and the Misfit Bars of Christmas kick off.

Mr. Hess reviewed the Outer Banks Seafood Festival, which was well attended.

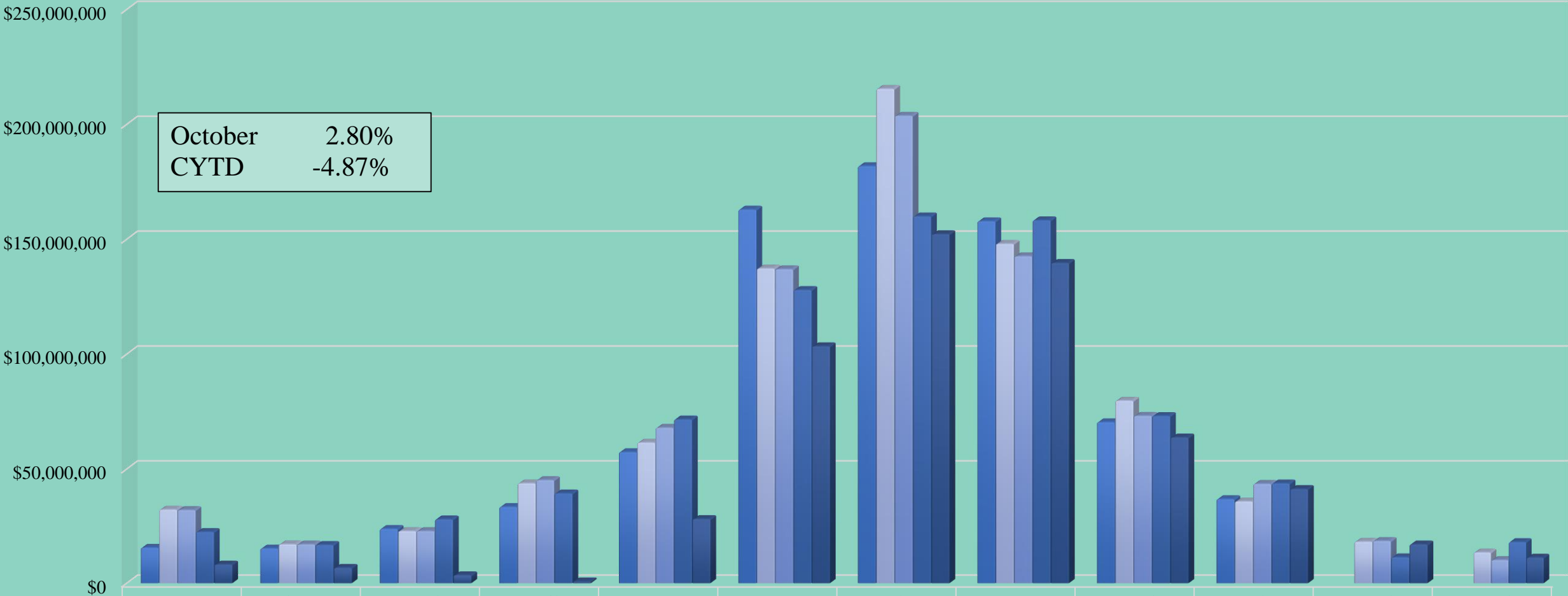
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, December 19, 2024 at 9:00 a.m. at the Curtis H. Creech Boardroom, Outer Banks Visitors Bureau Administrative Offices, One Visitors Center Circle, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:35 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

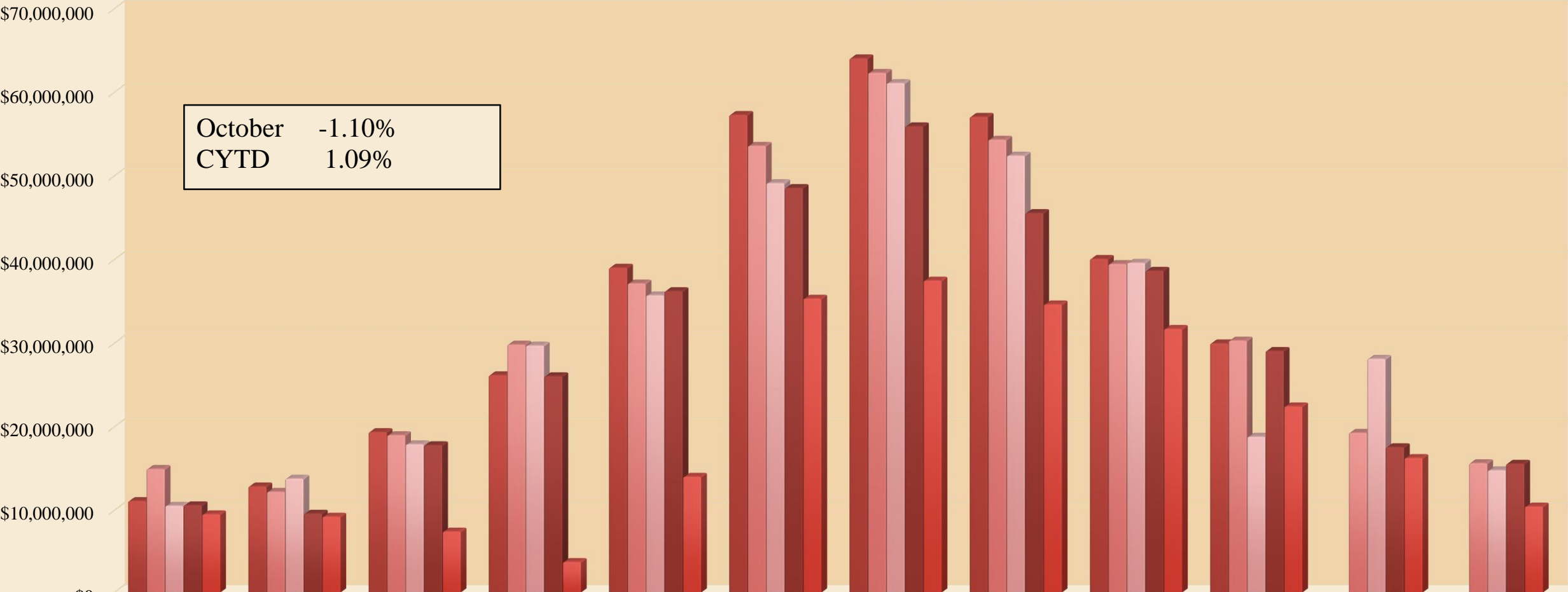
Occupancy Collections



October 2.80%
CYTD -4.87%

	January	February	March	April	May	June	July	August	September	October	November	December
2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698		
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178		
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	\$443,005.00	\$557,765.57	\$114,760.57	25.91%
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	\$472,275.00	\$634,476.85	\$162,201.85	34.34%
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	\$445,330.00	\$553,576.05	\$108,246.05	24.31%
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	\$297,730.00	\$388,697.83	\$90,967.83	30.55%
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	\$220,715.00	\$283,327.98	\$62,612.98	28.37%
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	\$140,200.00	\$0.00	\$0.00	0.00%
		\$257,550.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	\$121,270.00	\$0.00	\$0.00	0.00%
		\$206,240.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	\$90,410.00	\$0.00	\$0.00	0.00%
		\$254,315.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	\$96,455.00	\$0.00	\$0.00	0.00%
		\$230,280.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	\$141,500.00	\$0.00	\$0.00	0.00%
		\$266,735.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	\$218,185.00	\$0.00	\$0.00	0.00%
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	\$267,780.00	\$0.00	\$0.00	0.00%
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,151,630.00	\$6,083,405.37	\$931,775.37	18.09%
TO-DATE	MEALS	\$1,879,055.00	\$2,417,844.28	\$538,789.28	28.67%
		\$7,030,685.00	\$8,501,249.65	\$1,470,564.65	20.92%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	\$2,954,855.00			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
<u>2023-2024</u>		2023	2024		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	MEALS	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	MEALS	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$612,281.25	\$562,874.34	(\$49,406.91)	-8.07%
	MEALS	<u>\$359,175.60</u>	<u>\$372,451.95</u>	<u>\$13,276.35</u>	<u>3.70%</u>
		\$971,456.85	\$935,326.29	(\$36,130.56)	-3.72%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<i>TOTAL TO DATE</i>					
Total To Date	Occupancy	\$8,009,146.91	\$7,658,640.43	(\$350,506.48)	-4.38%
	Meals	<u>\$3,519,145.70</u>	<u>\$3,622,521.04</u>	<u>\$103,375.34</u>	<u>2.94%</u>
		\$11,528,292.61	\$11,281,161.47	(\$247,131.14)	-2.14%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,428.92	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,138,481.55	\$6,083,405.37	(\$55,076.18)	-0.90%
	MEALS	<u>\$2,311,654.33</u>	<u>\$2,417,844.28</u>	<u>\$106,189.95</u>	<u>4.59%</u>
		\$8,450,135.88	\$8,501,249.65	\$51,113.77	0.60%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2023-2024		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	980,854	6.18%
August	18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	-1,327,708	-6.86%
September	15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	344,915	2.24%
October		11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		0.00%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	90,250,449	91,547,354	89,217,768	83,657,024	60,733,260	62,540,381	-1,296,905	-1.42%
TOTAL	90,250,449	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-1.42%	2.61%	6.65%	37.74%	-2.89%	5.64%		
Total % Change	-1.42%	2.82%	5.54%	31.41%	4.27%	5.44%		

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Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August	157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September	70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October	36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November		18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
YTD Total	755,563,025	794,242,906	785,498,661	741,576,092	548,061,015	499,980,962	481,744,503	463,769,733	440,252,995	424,559,890	404,291,008	386,159,435	376,085,898	360,548,055
Total	755,563,025	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-4.87%	1.11%	5.92%	35.31%	9.62%	3.79%	3.88%	5.34%	3.70%	5.01%	4.70%	2.68%	4.31%	3.78%
Total % Change	-4.87%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease	2.80%	-17.58%	-0.50%	5.86%	82.88%	0.51%	2.41%	5.45%	9.62%	10.07%	10.91%	-3.04%	-5.15%	-0.38%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)	0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)	-7.24%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008,2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August	57,116,087	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September	40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October	30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November		19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
YTD Total	357,551,500	353,700,441	329,275,376	318,590,181	205,993,420	254,341,094	235,193,751	235,148,486	221,939,827	217,636,358	207,165,363	197,797,758	192,992,649	174,888,079
Total	357,551,500	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
YTD % Change	1.09%	7.42%	3.35%	54.66%	-19.01%	8.14%	0.02%	5.95%	1.98%	5.05%	4.74%	2.49%	10.35%	1.11%
Total % Change	1.09%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease)	-1.10%	60.92%	-35.24%	29.50%	13.64%	7.28%	-4.20%	26.41%	-6.02%	1.03%	12.39%	7.50%	1.51%	-1.59%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)	4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)	0.40%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423	160,661	1,130,609	1,918,384	1,046,309	571,317	587,641	254,673	565,909	530,590	410,132	532,707
June	351,108	570,964	330,644	353,506	326,158	2,412,414	2,845,176	1,770,185	1,305,653	1,018,049	795,837	919,645	833,391	705,955	1,003,815
July	363,847	446,262	595,516	427,557	325,951	2,685,694	3,088,190	1,860,733	1,284,313	974,783	1,043,368	1,058,556	1,166,419	936,181	1,035,089
August	373,764	532,087	383,480	306,695	215,521	1,588,143	2,216,628	1,415,619	813,582	756,020	902,896	902,324	778,232	691,547	878,291
September	278,989	401,958	240,314	188,170	141,952	1,348,600	1,567,213	888,980	551,520	387,637	551,614	608,182	610,925	552,665	569,120
October	155,303	165,873	237,302	115,799	105,808	922,352	1,030,829	438,511	368,819	341,105	493,509	491,572	357,764	356,835	394,962
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
YTD Totals	1,699,577	2,919,217	2,448,033	2,116,721	1,635,102	10,345,419	14,975,293	9,487,618	5,546,662	4,521,949	4,272,283	5,318,188	4,876,764	4,175,019	4,937,708
Total	1,871,993	3,180,963	2,553,878	2,197,285	1,635,102	10,849,867	15,518,895	9,658,974	5,733,141	4,521,949	4,549,771	5,554,350	5,143,081	4,386,712	4,937,708

Month Increase	4.12%	6.81%	43.06%	-51.20%	-8.63%	127.06%	11.76%	-57.46%	-15.89%	-7.51%	59.83%	-0.39%	-27.22%	-0.26%	10.68%
YTD Increase	-41.96%	71.76%	-16.14%	-13.53%	-22.75%	26.19%	44.75%	-36.64%	-41.54%	-18.47%	-25.17%	24.48%	-8.30%	-14.39%	18.27%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%		29.41%	43.03%	-37.76%	-40.64%		-22.99%	22.08%	-7.40%	-14.71%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694	10,856,653	188,734	1,201,894	1,151,529	1,247,200	1,370,448	23,445,254	56,477,960	55,576,157	49,509,116	45,021,825
June	11,291,492	17,405,621	16,192,842	16,054,375	16,657,173	689,124	1,781,971	1,801,287	2,070,056	2,317,315	88,087,699	105,559,551	117,473,065	118,553,305	143,504,873
July	16,489,187	22,217,201	20,666,774	21,259,405	19,613,048	291,105	2,244,007	2,397,468	2,892,211	2,786,075	131,031,173	132,554,585	178,978,115	191,239,034	159,461,002
August	13,307,261	18,448,886	16,657,613	16,564,558	15,531,262	244,691	2,161,167	2,079,173	2,423,773	2,309,637	122,944,015	135,457,160	122,930,026	129,365,315	140,143,571
September	9,374,533	11,630,739	11,442,403	11,573,148	9,698,706	495,636	1,369,614	1,254,083	1,422,871	1,168,599	51,755,580	58,512,166	59,777,401	66,745,205	59,326,136
October	6,047,939	7,830,739	7,109,786	7,072,350	6,723,465	91,603	794,126	637,398	737,809	760,668	33,435,472	34,110,939	35,292,753	27,840,006	29,135,862
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
YTD Totals	64,148,048	104,245,366	98,211,395	99,239,341	92,852,061	2,076,595	10,901,482	11,127,956	12,849,747	12,472,885	464,575,280	610,207,960	667,957,523	680,815,356	649,131,030
Total	67,864,420	109,606,289	103,230,055	104,260,627	92,852,061	2,134,793	11,425,576	11,664,072	13,503,523	12,472,885	487,929,729	633,068,406	690,896,310	706,870,771	649,131,030

Month Increase	17.12%	29.48%	-9.21%	-0.53%	-4.93%	19.29%	766.92%	-19.74%	15.75%	3.10%	104.18%	2.02%	3.46%	-21.12%	4.65%
YTD Increase	-6.43%	62.51%	-5.79%	1.05%	-6.44%	54.79%	424.97%	2.08%	15.47%	-2.93%	12.88%	31.35%	9.46%	1.92%	-4.65%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%		52.90%	435.21%	2.09%	15.77%		14.69%	29.75%	9.13%	2.31%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322	22,754,381	643,415	630,180	527,134	372,183	451,598	152,256,684	159,994,974	203,794,691	215,518,673	181,861,471
August	14,432,996	15,236,263	17,820,645	17,510,657	19,451,549	621,785	723,235	476,191	311,925	342,515	139,737,864	158,280,320	142,641,161	148,053,622	157,867,180
September	7,502,538	9,479,100	9,589,739	9,771,123	9,129,130	466,395	392,240	225,343	167,249	273,063	63,775,711	73,112,498	73,185,366	79,777,957	70,396,614
October	5,199,066	6,243,795	5,954,385	5,629,110	6,096,788	309,934	157,157	132,022	154,211	213,496	41,364,509	43,787,109	43,568,138	35,908,020	36,914,698
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059	0
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
YTD Totals	72,742,494	118,838,300	131,543,318	132,708,432	142,280,592	3,020,408	3,910,068	2,517,328	2,349,807	2,485,175	548,061,015	741,576,092	785,498,661	794,242,906	755,563,025
Total	77,941,438	126,600,209	139,760,159	141,749,903	142,280,592	3,314,894	4,137,515	2,765,729	2,548,964	2,485,175	576,380,674	771,066,418	814,248,027	825,997,500	755,563,025

Month Increase	68.25%	20.09%	-4.64%	-5.46%	8.31%	43.85%	-49.29%	-15.99%	16.81%	38.44%	82.88%	5.86%	-0.50%	-17.58%	2.80%
YTD Increase		63.37%	10.69%	0.89%	7.21%	-0.30%	29.45%	-35.62%	-6.65%	5.76%	9.62%	35.31%	5.92%	1.11%	-4.87%
Total Year Increa		62.43%	10.39%	1.42%		1.15%	24.82%	-33.15%	-7.84%		11.27%	33.78%	5.60%	1.44%	

** Other Rental Properties is included in Property Management Agencies for comparative purposes. July 2019, County separated individual owners & STRs from PM Companies

DARE COUNTY GROSS																						
OCCUPANCY BY DISTRICT																						
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	TOTAL	TOTAL
AVON	625,203	4.0%	424,551	2.8%	866,199	3.6%	1,787,717	5.3%	3,154,324	5.5%	9,848,495	6.0%	10,676,247	5.9%	10,254,226	6.5%	4,336,107	6.2%	5,457,256	14.8%	47,430,325	6.3%
BUXTON	155,201	1.0%	204,981	1.3%	481,827	2.0%	792,306	2.4%	1,440,845	2.5%	3,143,892	1.9%	3,470,937	1.9%	2,875,454	1.8%	1,626,184	2.3%	1,172,560	3.2%	15,364,187	2.0%
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	119,817	0.2%	461,508	0.3%	504,346	0.3%	443,320	0.3%	146,725	0.2%	71,129	0.2%	1,857,501	0.2%
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,324,351	2.3%	3,495,906	2.1%	3,689,915	2.0%	3,256,516	2.1%	1,700,129	2.4%	944,862	2.6%	15,654,535	2.1%
HATTERAS	190,645	1.2%	219,953	1.4%	427,926	1.8%	1,082,612	3.2%	2,177,421	3.8%	6,370,344	3.9%	6,776,201	3.7%	6,283,852	4.0%	3,036,058	4.3%	1,213,488	3.3%	27,778,500	3.7%
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	6,048,428	25.4%	8,676,544	25.9%	13,419,764	23.4%	29,515,991	18.1%	32,473,986	17.9%	26,827,202	17.0%	12,748,838	18.1%	6,841,245	18.5%	144,858,656	19.2%
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	2,600,393	10.9%	2,834,051	8.5%	4,598,742	8.0%	10,710,260	6.6%	11,442,657	6.3%	9,536,602	6.0%	4,605,267	6.5%	2,603,227	7.1%	52,114,778	6.9%
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	513,059	2.2%	708,252	2.1%	940,369	1.6%	1,993,363	1.2%	2,477,533	1.4%	1,864,631	1.2%	985,582	1.4%	830,783	2.3%	11,142,413	1.5%
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	5,805,991	24.3%	7,882,797	23.5%	13,888,487	24.2%	43,095,222	26.4%	49,963,178	27.5%	43,249,479	27.4%	19,093,270	27.1%	8,607,097	23.3%	199,497,679	26.4%
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	1,671,946	2.9%	4,911,069	3.0%	5,237,232	2.9%	4,700,371	3.0%	2,068,304	2.9%	843,417	2.3%	21,945,667	2.9%
SALVO	226,199	1.5%	180,158	1.2%	367,083	1.5%	693,169	2.1%	1,383,798	2.4%	5,479,663	3.4%	5,958,348	3.3%	5,533,168	3.5%	2,150,422	3.1%	543,745	1.5%	22,515,753	3.0%
WAVES	120,379	0.8%	180,621	1.2%	239,206	1.0%	488,648	1.5%	706,733	1.2%	2,996,167	1.8%	3,326,920	1.8%	3,113,576	2.0%	1,199,348	1.7%	376,749	1.0%	12,748,347	1.7%
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,100,121	4.6%	1,086,297	3.2%	2,724,217	4.7%	10,179,646	6.2%	11,092,487	6.1%	9,467,660	6.0%	3,885,547	5.5%	999,986	2.7%	42,093,992	5.6%
DUCK	1,632,266	10.5%	1,421,388	9.3%	2,704,153	11.3%	3,766,066	11.2%	7,059,910	12.3%	26,970,691	16.6%	30,803,924	16.9%	27,233,466	17.3%	11,149,542	15.8%	5,216,910	14.1%	117,958,316	15.6%
RIM (ROANOKE ISL. MAINL	910,365	5.8%	977,265	6.4%	1,243,822	5.2%	1,114,733	3.3%	1,388,368	2.4%	1,467,165	0.9%	1,181,485	0.6%	918,020	0.6%	496,692	0.7%	431,576	1.2%	10,129,491	1.3%
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	552,764	2.3%	768,762	2.3%	1,370,448	2.4%	2,317,315	1.4%	2,786,075	1.5%	2,309,637	1.5%	1,168,599	1.7%	760,668	2.1%	12,472,885	1.7%
TOTAL	15,588,394	100.0%	15,256,753	100.0%	23,855,777	100.0%	33,495,901	100.0%	57,369,540	100.0%	162,956,697	100.0%	181,861,471	100.0%	157,867,180	100.0%	70,396,614	100.0%	36,914,698	100.0%	755,563,025	100.0%

DARE COUNTY GROSS																						
MEALS BY DISTRICT																						
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	TOTAL	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	2,077,622	5.3%	2,337,510	4.1%	2,990,492	4.7%	2,378,146	4.2%	1,535,132	3.8%	1,100,820	3.7%	14,119,823	3.9%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	1,466,741	3.8%	1,916,959	3.3%	2,124,475	3.3%	2,076,126	3.6%	1,457,506	3.6%	1,236,327	4.1%	12,494,976	3.5%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	450,840	1.2%	545,411	1.0%	643,007	1.0%	613,018	1.1%	454,861	1.1%	323,221	1.1%	3,738,688	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	479,424	1.2%	674,349	1.2%	743,620	1.2%	598,224	1.0%	462,413	1.2%	365,889	1.2%	4,112,049	1.2%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	899,956	2.3%	1,410,665	2.5%	1,284,599	2.0%	1,327,273	2.3%	1,253,540	3.1%	662,623	2.2%	7,701,525	2.2%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	9,887,198	25.3%	15,295,240	26.7%	16,248,546	25.3%	14,716,161	25.8%	10,873,530	27.1%	8,341,261	27.8%	97,871,012	27.4%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	5,189,285	13.3%	7,219,077	12.6%	8,649,791	13.5%	7,624,387	13.3%	5,132,417	12.8%	3,938,100	13.1%	48,732,447	13.6%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	2,106,414	5.4%	2,662,984	4.6%	2,889,087	4.5%	3,205,044	5.6%	1,962,154	4.9%	1,709,617	5.7%	19,786,518	5.5%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	525,032	1.3%	608,574	1.1%	674,200	1.1%	577,230	1.0%	492,967	1.2%	514,380	1.7%	4,785,002	1.3%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	9,867,741	25.3%	13,338,254	23.3%	15,948,884	24.9%	13,674,906	23.9%	9,703,052	24.2%	6,968,988	23.2%	84,113,640	23.5%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	460,399	1.2%	785,885	1.4%	903,981	1.4%	741,926	1.3%	435,532	1.1%	259,442	0.9%	4,065,447	1.1%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	8,749	0.0%	54,246	0.1%	139,253	0.2%	47,947	0.1%	8,757	0.0%	2,646	0.0%	279,990	0.1%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	458,572	1.2%	809,916	1.4%	1,029,916	1.6%	780,833	1.4%	453,365	1.1%	294,523	1.0%	4,296,254	1.2%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	1,038,285	2.7%	2,783,435	4.9%	1,445,866	2.3%	1,283,394	2.2%	1,115,123	2.8%	794,102	2.6%	10,742,103	3.0%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	4,161,805	10.6%	6,902,335	12.0%	8,391,142	13.1%	7,471,472	13.1%	4,783,977	11.9%	3,515,239	11.7%	40,712,026	11.4%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	39,078,063	100.0%	57,344,840	100.0%	64,106,859	100.0%	57,116,087	100.0%	40,124,326	100.0%	30,027,178	100.0%	357,551,500	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	425,595	2,178,032	-80.46%	441,288	658,001	-32.94%	597,879	729,391	-18.03%	1,048,566	1,400,211	-25.11%
WAVES	120,379	1,758,064	-93.15%	180,621	533,048	-66.12%	239,206	452,920	-47.19%	488,648	697,056	-29.90%
SALVO	226,199	3,709,036	-93.90%	180,158	959,276	-81.22%	367,083	894,216	-58.95%	693,169	1,359,524	-49.01%
AVON	625,203	5,173,494	-87.92%	424,551	1,436,510	-70.45%	866,199	1,478,670	-41.42%	1,787,717	2,932,683	-39.04%
BUXTON	155,201	382,351	-59.41%	204,981	282,831	-27.53%	481,827	434,490	10.89%	792,306	1,119,059	-29.20%
FRISCO	127,568	929,907	-86.28%	115,835	217,764	-46.81%	277,056	341,414	-18.85%	722,397	1,006,995	-28.26%
HATTERAS	190,645	3,347,567	-94.30%	219,953	651,905	-66.26%	427,926	582,089	-26.48%	1,082,612	1,652,924	-34.50%
TOTAL HATTERAS ISLAND	1,870,790	17,478,451	-89.30%	1,767,387	4,739,335	-62.71%	3,257,176	4,913,190	-33.71%	6,615,415	10,168,452	-34.94%
NORTHERN BEACHES:												
DUCK	1,632,266	1,859,445	-12.22%	1,421,388	1,316,005	8.01%	2,704,153	1,851,500	46.05%	3,766,066	4,652,772	-19.06%
SOUTHERN SHORES	840,739	913,500	-7.97%	717,292	643,079	11.54%	1,100,121	781,798	40.72%	1,086,297	1,729,657	-37.20%
KITTY HAWK	1,559,852	1,626,845	-4.12%	1,623,727	1,391,882	16.66%	2,600,393	2,272,132	14.45%	2,834,051	3,595,853	-21.19%
COLINGTON	27,314	8,009	241.04%	10,488	9,524	10.12%	29,870	28,233	5.80%	42,984	69,123	-37.82%
KILL DEVIL HILLS	4,120,872	4,299,295	-4.15%	4,185,786	3,939,118	6.26%	6,048,428	6,051,503	-0.05%	8,676,544	9,980,060	-13.06%
NAGS HEAD	4,165,184	4,545,805	-8.37%	3,746,974	3,317,925	12.93%	5,805,991	4,605,851	26.06%	7,882,797	10,361,659	-23.92%
TOTAL NORTHERN BEACHES	12,346,227	13,252,899	-6.84%	11,705,655	10,617,533	10.25%	18,288,956	15,591,017	17.30%	24,288,739	30,389,124	-20.07%
ROANOKE ISLAND:												
MANTEO-TOWN	285,739	305,119	-6.35%	543,102	224,455	141.96%	513,059	451,409	13.66%	708,252	810,779	-12.65%
RIM (ROANOKE ISL. MAINLAND)	910,365	1,130,271	-19.46%	977,265	1,185,590	-17.57%	1,243,822	1,433,964	-13.26%	1,114,733	1,380,959	-19.28%
TOTAL ROANOKE ISLAND	1,196,104	1,435,390	-16.67%	1,520,367	1,410,045	7.82%	1,756,881	1,885,373	-6.82%	1,822,985	2,191,738	-16.82%
OTC UNATTRIBUTED	175,273	159,300	10.03%	263,344	311,380	-15.43%	552,764	521,683	5.96%	768,762	1,063,464	-27.71%
TOTAL	15,588,394	32,326,040	-51.78%	15,256,753	17,078,293	-10.67%	23,855,777	22,911,263	4.12%	33,495,901	43,812,778	-23.55%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)
HATTERAS ISLAND:									
RODANTHE	1,671,946	2,000,461	-16.42%	4,911,069	3,834,553	28.07%	5,237,232	5,969,657	-12.27%
WAVES	706,733	978,773	-27.79%	2,996,167	2,366,210	26.62%	3,326,920	3,726,425	-10.72%
SALVO	1,383,798	1,822,661	-24.08%	5,479,663	3,995,865	37.13%	5,958,348	6,809,401	-12.50%
AVON	3,154,324	4,203,140	-24.95%	9,848,495	7,858,075	25.33%	10,676,247	12,983,077	-17.77%
BUXTON	1,440,845	1,597,647	-9.81%	3,143,892	2,656,985	18.33%	3,470,937	4,077,724	-14.88%
FRISCO	1,324,351	1,460,567	-9.33%	3,495,906	2,798,272	24.93%	3,689,915	4,106,793	-10.15%
HATTERAS	2,177,421	2,382,339	-8.60%	6,370,344	5,162,519	23.40%	6,776,201	8,064,672	-15.98%
TOTAL HATTERAS ISLAND	11,859,418	14,445,588	-17.90%	36,245,536	28,672,479	26.41%	39,135,800	45,737,749	-14.43%
NORTHERN BEACHES:									
DUCK	7,059,910	7,852,584	-10.09%	26,970,691	22,093,582	22.07%	30,803,924	37,147,010	-17.08%
SOUTHERN SHORES	2,724,217	2,904,447	-6.21%	10,179,646	8,375,703	21.54%	11,092,487	13,197,692	-15.95%
KITTY HAWK	4,598,742	4,820,980	-4.61%	10,710,260	9,271,719	15.52%	11,442,657	12,941,706	-11.58%
COLINGTON	119,817	145,585	-17.70%	461,508	612,570	-24.66%	504,346	799,749	-36.94%
KILL DEVIL HILLS	13,419,764	12,469,507	7.62%	29,515,991	24,377,722	21.08%	32,473,986	37,009,938	-12.26%
NAGS HEAD	13,888,487	15,170,404	-8.45%	43,095,222	36,122,124	19.30%	49,963,178	58,737,391	-14.94%
TOTAL NORTHERN BEACHES	41,810,937	43,363,507	-3.58%	120,933,318	100,853,420	19.91%	136,280,578	159,833,486	-14.74%
ROANOKE ISLAND:									
MANTEO-TOWN	940,369	1,184,486	-20.61%	1,993,363	1,997,966	-0.23%	2,477,533	2,550,257	-2.85%
RIM (ROANOKE ISL. MAINLAN	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	1,181,485	4,504,970	-73.77%
TOTAL ROANOKE ISLAND	2,328,737	2,488,398	-6.42%	3,460,528	5,715,612	-39.45%	3,659,018	7,055,227	-48.14%
OTC UNATTRIBUTED	1,370,448	1,247,200	9.88%	2,317,315	2,070,056	11.94%	2,786,075	2,892,211	-3.67%
TOTAL	57,369,540	61,544,693	-6.78%	162,956,697	137,311,567	18.68%	181,861,471	215,518,673	-15.62%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	AUGUST	AUGUST	(Decrease)	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	4,700,371	4,117,407	14.16%	2,068,304	2,647,737	-21.88%	843,417	979,546	-13.90%	21,945,667	24,514,996	-10.48%
WAVES	3,113,576	2,631,539	18.32%	1,199,348	1,430,899	-16.18%	376,749	529,626	-28.87%	12,748,347	15,104,560	-15.60%
SALVO	5,533,168	4,621,423	19.73%	2,150,422	2,671,427	-19.50%	543,745	883,064	-38.43%	22,515,753	27,725,893	-18.79%
AVON	10,254,226	8,889,986	15.35%	4,336,107	5,509,529	-21.30%	5,457,256	2,498,450	118.43%	47,430,325	52,963,614	-10.45%
BUXTON	2,875,454	2,579,943	11.45%	1,626,184	1,981,038	-17.91%	1,172,560	1,087,957	7.78%	15,364,187	16,200,025	-5.16%
FRISCO	3,256,516	2,909,960	11.91%	1,700,129	1,919,306	-11.42%	944,862	775,523	21.84%	15,654,535	16,466,501	-4.93%
HATTERAS	6,283,852	5,637,062	11.47%	3,036,058	3,559,037	-14.69%	1,213,488	1,070,558	13.35%	27,778,500	32,110,672	-13.49%
TOTAL HATTERAS ISLAND	36,017,163	31,387,320	14.75%	16,116,552	19,718,973	-18.27%	10,552,077	7,824,724	34.86%	163,437,314	185,086,261	-11.70%
NORTHERN BEACHES:												
DUCK	27,233,466	25,279,971	7.73%	11,149,542	11,975,084	-6.89%	5,216,910	4,747,088	9.90%	117,958,316	118,775,041	-0.69%
SOUTHERN SHORES	9,467,660	8,776,768	7.87%	3,885,547	4,007,161	-3.03%	999,986	1,352,743	-26.08%	42,093,992	42,682,548	-1.38%
KITTY HAWK	9,536,602	8,968,394	6.34%	4,605,267	4,887,742	-5.78%	2,603,227	2,479,816	4.98%	52,114,778	52,257,069	-0.27%
COLINGTON	443,320	419,657	5.64%	146,725	163,524	-10.27%	71,129	63,146	12.64%	1,857,501	2,319,120	-19.90%
KILL DEVIL HILLS	26,827,202	25,497,166	5.22%	12,748,838	14,084,197	-9.48%	6,841,245	7,352,689	-6.96%	144,858,656	145,061,195	-0.14%
NAGS HEAD	43,249,479	40,376,546	7.12%	19,093,270	21,705,939	-12.04%	8,607,097	9,937,584	-13.39%	199,497,679	204,881,228	-2.63%
TOTAL NORTHERN BEACHES	116,757,729	109,318,502	6.81%	51,629,189	56,823,647	-9.14%	24,339,594	25,933,066	-6.14%	558,380,922	565,976,201	-1.34%
ROANOKE ISLAND:												
MANTEO-TOWN	1,864,631	1,901,583	-1.94%	985,582	977,386	0.84%	830,783	825,934	0.59%	11,142,413	11,229,374	-0.77%
RIM (ROANOKE ISL. MAINLAN	918,020	3,022,444	-69.63%	496,692	835,080	-40.52%	431,576	586,487	-26.41%	10,129,491	19,101,323	-46.97%
TOTAL ROANOKE ISLAND	2,782,651	4,924,027	-43.49%	1,482,274	1,812,466	-18.22%	1,262,359	1,412,421	-10.62%	21,271,904	30,330,697	-29.87%
OTC UNATTRIBUTED	2,309,637	2,423,773	-4.71%	1,168,599	1,422,871	-17.87%	760,668	737,809	3.10%	12,472,885	12,849,747	-2.93%
TOTAL	157,867,180	148,053,622	6.63%	70,396,614	79,777,957	-11.76%	36,914,698	35,908,020	2.80%	755,563,025	794,242,906	-4.87%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	28,734	33,616	-14.52%	12,139	53,818	-77.44%	227,835	109,071	108.89%	209,574	353,086	-40.65%
WAVES - 19	38,688	39,376	-1.75%	39,180	35,396	10.69%	126,051	109,778	14.82%	265,210	336,430	-21.17%
SALVO - 18	4,469	7,192	-37.86%	2,436	7,764	-68.62%	7,337	6,629	10.68%	4,150	7,872	-47.28%
AVON - 1	240,018	302,578	-20.68%	237,540	308,667	-23.04%	458,389	646,170	-29.06%	764,154	1,119,136	-31.72%
BUXTON - 2	219,407	251,526	-12.77%	239,743	295,171	-18.78%	693,233	596,986	16.12%	1,064,459	1,222,012	-12.89%
FRISCO - 5	154,070	158,141	-2.57%	125,147	113,981	9.80%	215,225	182,853	17.70%	293,688	361,064	-18.66%
HATTERAS - 6	32,102	45,102	-28.82%	72,846	8,321	775.45%	222,938	147,605	51.04%	534,983	500,966	6.79%
TOTAL HATTERAS ISLAND	717,488	837,531	-14.33%	729,031	823,118	-11.43%	1,951,008	1,799,092	8.44%	3,136,218	3,900,566	-19.60%
NORTHERN BEACHES:												
DUCK - 21	488,383	711,369	-31.35%	850,696	802,519	6.00%	1,694,315	1,543,575	9.77%	2,452,662	3,149,519	-22.13%
SOUTHERN SHORES - 20	446,156	528,882	-15.64%	496,778	601,594	-17.42%	677,177	628,376	7.77%	661,787	732,524	-9.66%
KITTY HAWK - 8	2,136,451	3,106,795	-31.23%	2,188,744	2,133,394	2.59%	2,616,082	3,182,879	-17.81%	4,038,113	4,404,347	-8.32%
COLINGTON - 3	74,603	91,233	-18.23%	176,001	119,864	46.83%	154,804	139,703	10.81%	302,922	357,136	-15.18%
KILL DEVIL HILLS - 7	3,708,673	4,613,949	-19.62%	4,214,253	3,895,252	8.19%	6,779,828	5,915,420	14.61%	7,806,322	8,480,638	-7.95%
NAGS HEAD - 14	2,187,827	3,596,285	-39.16%	2,847,377	2,363,177	20.49%	3,898,906	4,154,607	-6.15%	5,677,705	6,697,604	-15.23%
TOTAL NORTHERN BEACHES	9,042,093	12,648,513	-28.51%	10,773,849	9,915,800	8.65%	15,821,112	15,564,560	1.65%	20,939,511	23,821,768	-12.10%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,097,187	1,227,227	-10.60%	1,124,672	1,225,049	-8.19%	1,295,396	1,410,171	-8.14%	1,733,963	1,777,747	-2.46%
MANTEO-OUTSIDE - 11	322,598	300,970	7.19%	302,377	318,812	-5.16%	355,324	278,398	27.63%	412,320	382,175	7.89%
TOTAL ROANOKE ISLAND	1,419,785	1,528,197	-7.09%	1,427,049	1,543,861	-7.57%	1,650,720	1,688,569	-2.24%	2,146,283	2,159,922	-0.63%
TOTAL	11,179,366	15,014,241	-25.54%	12,929,929	12,282,779	5.27%	19,422,840	19,052,221	1.95%	26,222,012	29,882,256	-12.25%

DARE COUNTY GROSS									
MEALS BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	460,399	453,938	1.42%	785,885	815,115	-3.59%	903,981	815,868	10.80%
WAVES - 19	458,572	452,346	1.38%	809,916	781,166	3.68%	1,029,916	920,671	11.87%
SALVO - 18	8,749	17,446	-49.85%	54,246	64,650	-16.09%	139,253	91,667	51.91%
AVON - 1	2,077,622	1,585,264	31.06%	2,337,510	2,747,899	-14.93%	2,990,492	3,060,306	-2.28%
BUXTON - 2	1,466,741	1,491,607	-1.67%	1,916,959	1,925,395	-0.44%	2,124,475	2,252,130	-5.67%
FRISCO - 5	479,424	445,631	7.58%	674,349	625,311	7.84%	743,620	762,752	-2.51%
HATTERAS - 6	899,956	844,163	6.61%	1,410,665	1,170,162	20.55%	1,284,599	1,297,428	-0.99%
TOTAL HATTERAS ISLAND	5,851,463	5,290,395	10.61%	7,989,530	8,129,698	-1.72%	9,216,336	9,200,822	0.17%
NORTHERN BEACHES:									
DUCK - 21	4,161,805	4,558,051	-8.69%	6,902,335	6,853,845	0.71%	8,391,142	7,951,624	5.53%
SOUTHERN SHORES - 20	1,038,285	946,148	9.74%	2,783,435	1,380,983	101.55%	1,445,866	1,527,834	-5.36%
KITTY HAWK - 8	5,189,285	4,834,256	7.34%	7,219,077	7,251,684	-0.45%	8,649,791	8,117,655	6.56%
COLINGTON - 3	450,840	432,016	4.36%	545,411	598,056	-8.80%	643,007	661,272	-2.76%
KILL DEVIL HILLS - 7	9,887,198	9,467,668	4.43%	15,295,240	12,916,559	18.42%	16,248,546	15,616,115	4.05%
NAGS HEAD - 14	9,867,741	8,864,888	11.31%	13,338,254	13,239,011	0.75%	15,948,884	15,752,325	1.25%
TOTAL NORTHERN BEACHES	30,595,154	29,103,027	5.13%	46,083,752	42,240,138	9.10%	51,327,236	49,626,825	3.43%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	2,106,414	2,321,519	-9.27%	2,662,984	2,712,329	-1.82%	2,889,087	2,942,994	-1.83%
MANTEO-OUTSIDE - 11	525,032	476,118	10.27%	608,574	570,993	6.58%	674,200	601,112	12.16%
TOTAL ROANOKE ISLAND	2,631,446	2,797,637	-5.94%	3,271,558	3,283,322	-0.36%	3,563,287	3,544,106	0.54%
TOTAL	39,078,063	37,191,059	5.07%	57,344,840	53,653,158	6.88%	64,106,859	62,371,753	2.78%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	AUGUST	AUGUST	(Decrease)	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	741,926	864,807	-14.21%	435,532	562,921	-22.63%	259,442	236,964	9.49%	4,065,447	4,299,204	-5.44%
WAVES - 19	780,833	793,570	-1.61%	453,365	470,716	-3.69%	294,523	227,126	29.67%	4,296,254	4,166,575	3.11%
SALVO - 18	47,947	74,877	-35.97%	8,757	12,592	-30.46%	2,646	6,653	-60.23%	279,990	297,342	-5.84%
AVON - 1	2,378,146	2,725,389	-12.74%	1,535,132	1,540,634	-0.36%	1,100,820	1,357,893	-18.93%	14,119,823	15,393,936	-8.28%
BUXTON - 2	2,076,126	1,927,015	7.74%	1,457,506	1,480,494	-1.55%	1,236,327	1,269,022	-2.58%	12,494,976	12,711,358	-1.70%
FRISCO - 5	598,224	672,239	-11.01%	462,413	429,917	7.56%	365,889	398,609	-8.21%	4,112,049	4,150,498	-0.93%
HATTERAS - 6	1,327,273	974,990	36.13%	1,253,540	637,456	96.65%	662,623	482,906	37.22%	7,701,525	6,109,099	26.07%
TOTAL HATTERAS ISLAND	7,950,475	8,032,887	-1.03%	5,606,245	5,134,730	9.18%	3,922,270	3,979,173	-1.43%	47,070,064	47,128,012	-0.12%
NORTHERN BEACHES:												
DUCK - 21	7,471,472	7,518,712	-0.63%	4,783,977	5,211,320	-8.20%	3,515,239	2,918,411	20.45%	40,712,026	41,218,945	-1.23%
SOUTHERN SHORES - 20	1,283,394	1,296,155	-0.98%	1,115,123	952,916	17.02%	794,102	753,060	5.45%	10,742,103	9,348,472	14.91%
KITTY HAWK - 8	7,624,387	6,739,490	13.13%	5,132,417	5,203,669	-1.37%	3,938,100	3,969,897	-0.80%	48,732,447	48,944,066	-0.43%
COLINGTON - 3	613,018	634,338	-3.36%	454,861	520,424	-12.60%	323,221	314,059	2.92%	3,738,688	3,868,101	-3.35%
KILL DEVIL HILLS - 7	14,716,161	12,716,160	15.73%	10,873,530	10,131,599	7.32%	8,341,261	8,721,508	-4.36%	97,871,012	92,474,868	5.84%
NAGS HEAD - 14	13,674,906	13,929,106	-1.82%	9,703,052	9,763,894	-0.62%	6,968,988	6,653,690	4.74%	84,113,640	85,014,587	-1.06%
TOTAL NORTHERN BEACHES	45,383,338	42,833,961	5.95%	32,062,960	31,783,822	0.88%	23,880,911	23,330,625	2.36%	285,909,916	280,869,039	1.79%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	3,205,044	2,907,579	10.23%	1,962,154	2,107,448	-6.89%	1,709,617	2,586,486	-33.90%	19,786,518	21,218,549	-6.75%
MANTEO-OUTSIDE - 11	577,230	607,064	-4.91%	492,967	485,303	1.58%	514,380	463,896	10.88%	4,785,002	4,484,841	6.69%
TOTAL ROANOKE ISLAND	3,782,274	3,514,643	7.61%	2,455,121	2,592,751	-5.31%	2,223,997	3,050,382	-27.09%	24,571,520	25,703,390	-4.40%
TOTAL	57,116,087	54,381,491	5.03%	40,124,326	39,511,303	1.55%	30,027,178	30,360,180	-1.10%	357,551,500	353,700,441	1.09%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 11/30/24

	Jul - Nov 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,562,554.03	4,845,904.00	-283,349.97	94.2%
3040 · Meals Tax - 75%	1,813,383.22	2,216,141.00	-402,757.78	81.8%
3050 · Website Advertising	70,103.00	125,000.00	-54,897.00	56.1%
3210 · Interest Income	282,762.10	360,050.00	-77,287.90	78.5%
3220 · Other	100.00	1,000.00	-900.00	10.0%
Total Income	6,728,902.35	7,548,095.00	-819,192.65	89.1%
Gross Profit	6,728,902.35	7,548,095.00	-819,192.65	89.1%
Expense				
5000 · Director Compensation	7,125.00	17,100.00	-9,975.00	41.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	281.66	7,000.00	-6,718.34	4.0%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	104.88	1,000.00	-895.12	10.5%
5010 · Salaries (Full Time) Promotion	460,919.03	1,085,900.00	-624,980.97	42.4%
5020 · Salaries (Part Time) Promotion	43,804.09	134,650.00	-90,845.91	32.5%
5025 · Salaries (Part Time) Welcome AB	43,597.50	119,100.00	-75,502.50	36.6%
5026 · Salaries (Part Time) Welcome RI	72,780.82	180,045.00	-107,264.18	40.4%
5030 · Payroll Taxes	47,051.22	124,070.00	-77,018.78	37.9%
5040 · Employee Insurance	87,971.85	179,900.00	-91,928.15	48.9%
5050 · Retirement	65,236.35	159,910.00	-94,673.65	40.8%
5055 · 401(k) Match	3,703.99	10,860.00	-7,156.01	34.1%
5060 · Workmens Compensation	2,082.44	2,385.00	-302.56	87.3%
5080 · Employee Relations	555.53	3,540.00	-2,984.47	15.7%
5090 · Training	1,076.37	13,340.00	-12,263.63	8.1%
5110 · Contracted Service	11,946.00	29,085.00	-17,139.00	41.1%
5140 · Audit	0.00	13,650.00	-13,650.00	0.0%
5170 · Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 · Legal	15,901.72	38,500.00	-22,598.28	41.3%
5185 · Research	107,699.00	188,500.00	-80,801.00	57.1%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	376,272.97	1,629,065.00	-1,252,792.03	23.1%
5502 · Advertising - Production Fee	189,676.00	190,000.00	-324.00	99.8%
5510 · Advertising - Event Dev & Mktg	4,025.00	73,100.00	-69,075.00	5.5%
5515 · Advertising - Online	1,156,442.88	2,766,820.00	-1,610,377.12	41.8%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	11,507.65	21,650.00	-10,142.35	53.2%
5580 · Promotional Aids	2,530.42	8,500.00	-5,969.58	29.8%
6100 · Familiarization Tours	30,881.44	110,000.00	-79,118.56	28.1%
6101 · Group sales	9,000.00	30,000.00	-21,000.00	30.0%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	189,064.38	832,000.00	-642,935.62	22.7%
6160 · Long Range Tourism Plan	25,474.62	275,000.00	-249,525.38	9.3%
6170 · Tourism Summit	12,177.69	27,500.00	-15,322.31	44.3%
6200 · Postage and Delivery	23,275.22	200,200.00	-176,924.78	11.6%
6300 · Travel	9,760.90	60,675.00	-50,914.10	16.1%
6305 · Vehicle Maintenance	1,248.91	3,000.00	-1,751.09	41.6%
6320 · Registrations	22,619.00	40,000.00	-17,381.00	56.5%
6340 · Travel Show Exhibit	0.00	5,000.00	-5,000.00	0.0%
6420 · Dues and Subscriptions	34,914.59	69,850.00	-34,935.41	50.0%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	13,822.09	37,825.00	-24,002.91	36.5%
6500 · Equipment	2,977.85	31,200.00	-28,222.15	9.5%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	960.75	5,600.00	-4,639.25	17.2%
6580 · Utilities	5,351.04	18,360.00	-13,008.96	29.1%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	21,048.69	37,000.00	-15,951.31	56.9%
6620 · Equipment Service Contracts	439.65	3,100.00	-2,660.35	14.2%
6640 · Equipment Rent	7,440.09	33,840.00	-26,399.91	22.0%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	4,599.42	23,025.00	-18,425.58	20.0%
6800 · Bank Service Charges	722.22	3,240.00	-2,517.78	22.3%
6810 · Web Site/Internet	17,171.41	52,000.00	-34,828.59	33.0%
Total Expense	3,184,705.91	8,998,865.00	-5,814,159.09	35.4%
Net Ordinary Income	3,544,196.44	-1,450,770.00	4,994,966.44	-244.3%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 11/30/24

	Jul - Nov 24	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,500.00	39,000.00	7,500.00	119.2%
Total 9920 · Transfer from Travel Guide Fund	46,500.00	39,000.00	7,500.00	119.2%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	46,500.00	1,851,315.00	-1,804,815.00	2.5%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	1,243.88	110,000.00	-108,756.12	1.1%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	1,243.88	115,000.00	-113,756.12	1.1%
9950 · Transfer to Event Site Fund	1,927.37	285,545.00	-283,617.63	0.7%
Total Other Expense	3,171.25	400,545.00	-397,373.75	0.8%
Net Other Income	43,328.75	1,450,770.00	-1,407,441.25	3.0%
Net Income	3,587,525.19	0.00	3,587,525.19	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 11/30/24

	<u>Jul - Nov 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	28.43	50.00	-21.57	56.9%
Total Income	28.43	50.00	-21.57	56.9%
Gross Profit	28.43	50.00	-21.57	56.9%
Net Ordinary Income	28.43	50.00	-21.57	56.9%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,500.00	39,000.00	7,500.00	119.2%
Total 9920 · Transfer from Travel Guide Fund	46,500.00	39,000.00	7,500.00	119.2%
Total Other Income	46,500.00	39,000.00	7,500.00	119.2%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	1,243.88	110,000.00	-108,756.12	1.1%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	1,243.88	115,000.00	-113,756.12	1.1%
Total Other Expense	1,243.88	115,000.00	-113,756.12	1.1%
Net Other Income	45,256.12	-76,000.00	121,256.12	-59.5%
Net Income	45,284.55	-75,950.00	121,234.55	-59.6%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July through November 2024

	Jul - Nov 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,520,851.34	1,615,301.00	-94,449.66	94.2%
3040 · Meals Tax	604,461.06	738,714.00	-134,252.94	81.8%
3210 · Interest	206,692.32	300,000.00	-93,307.68	68.9%
Total Income	2,332,004.72	2,654,015.00	-322,010.28	87.9%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	0.00	600,560.00	-600,560.00	0.0%
Total 4000 · Long - Term Projects	0.00	9,473,806.00	-9,473,806.00	0.0%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	115,000.00	0.00	100.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	0.00	4,550.00	-4,550.00	0.0%
5160 · Fireworks	45,150.00	120,025.00	-74,875.00	37.6%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	405,356.00	4,015,262.00	-3,609,906.00	10.1%
Total Expense	405,356.00	13,489,068.00	-13,083,712.00	3.0%
Net Ordinary Income	1,926,648.72	-10,835,053.00	12,761,701.72	-17.8%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,926,648.72	0.00	1,926,648.72	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2023-2024

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Path	132,000				132,000				132,000
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station		115,000			115,000		(115,000)		0
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0
TIG - NEST - Signs		2,750			2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845				121,845
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RIFP - Concrete Loading Dock		75,000			75,000				75,000
TIG - SS - Walking Path W. Highway 12		118,855			118,855				118,855
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
Fireworks	76,581		(55,000)	60,025	81,606		(45,150)	60,000	96,456
Audit	190		(3,625)	3,435	0			4,550	4,550
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	1,280,538		(64,550)	2,287,334
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,389)	3,111,876	1,280,538	(405,356)	0	3,987,059
Long Term Projects									
Multi-Use Center (100%)	5,631,087	1,384,413	(9,296)		7,006,205	1,447,811	0		8,454,015
Infrastructure (capped)	442,795		(123,584)		319,231	100,000	0		419,231
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	0		600,560
TOTAL LONG TERM COMMITMENTS UNPAID	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	0	0	9,473,806
Total	8,915,935	4,972,516	(1,366,190)	(1,584,389)	10,937,872	2,928,349	(405,356)	0	13,460,865
			#				#		
Cash on Hand 11/30/24								Checking	32,430
								Savings	12,904,422
Total Cash on Hand									12,936,852
25% of Occupancy & Meals Income per Budget									
December									64,388
January									51,561
February									63,579
March									57,570
April									66,684
May									128,774
June									163,790
									596,346
Unappropriated Balances									72,333
Transfer from General Fund							2,721,658 *		
30% Short-term							706,205		
Amount over budget to short-term							367,642		
Short-term Interest							206,692		
							1,280,538		
70% Long-term								1,647,811	
Long-term Interest								0	
								1,647,811 *	

*Estimate Based on Actual through September and Budgeted Figures
Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July through November 2024

	Jul - Nov 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,000.00	2,000.00	-1,000.00	50.0%
3200 · Site Rental Income - Other	18,025.00	24,350.00	-6,325.00	74.0%
Total 3200 · Site Rental Income	19,025.00	26,350.00	-7,325.00	72.2%
3210 · Interest Income	724.04	500.00	224.04	144.8%
3250 · Lease Income	26,351.10	52,700.00	-26,348.90	50.0%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	46,100.14	109,930.00	-63,829.86	41.9%
Expense				
5160 · Event Development & Marketing	2,497.46	50,000.00	-47,502.54	5.0%
5170 · Other Professional Services	17,967.99	55,000.00	-37,032.01	32.7%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	6,525.59	40,665.00	-34,139.41	16.0%
6610 · Repairs & Maintenance	92,441.92	220,015.00	-127,573.08	42.0%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	4,939.07	20,000.00	-15,060.93	24.7%
Total Expense	134,596.67	395,675.00	-261,078.33	34.0%
Net Ordinary Income	-88,496.53	-285,745.00	197,248.47	31.0%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Income	-88,296.53	0.00	-88,296.53	100.0%

DARE COUNTY TOURISM BOARD

30-Nov-24

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	CD'S TRUIST BANK	TOTAL
GENERAL FUND	213,902	7,727,803	865,749	1,065,600	2,901,605	0	1,033,161	1,076,995	1,860,895	3,882,633	0	20,628,343
RESTRICTED FUND	32,430	4,670,199			1,313,953	250,000	0	1,040,808	1,860,889	2,768,572	1,000,000	12,936,852
TRAVEL GUIDE	49,489											49,489
MERCHANDISE SALES	166,146											166,146
EVENT SITE FUND	458,192											458,192
TOTAL	920,160	12,398,002	865,749	1,065,600	4,215,557	250,000	1,033,161	2,117,804	3,721,784	6,651,205	1,000,000	34,239,022
TOTAL % EACH BANK	6.53%	36.21%	5.55%		31.74%			6.19%	10.87%		2.92%	100.00%
INTEREST RATES	0.40%	4.73%	3.50%	3.15%	4.40%	0.00%	4.75%	4.4% & 4.65%	4.92%, 4.65, & 4.12	4.65 & 4.25	3.35%	
TOTAL CHECKING & CD'S	34,239,022											
60% ALLOWED IN ANY BANK	20,543,413											
25% ALLOWED IN ANY ONE INV	8,559,756											
60% General Fund Reserved Balance is \$5,385,705.												
100% Restricted Fund Balance Restricted by House Bill 225												
												\$12,936,852

Marketing Dashboard

thru November 2024

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	17,003	10,969	6,034	55%
Completed Video Views	19,334,479	15,614,673	3,719,806	24%
Website Sessions	1,987,065	1,651,243	335,822	20%
Online Communities				
Email Subscribers	101,930	106,145	-4,215	-4%
Facebook	712,000	717,000	-5,000	-1%
X (Twitter)	40,246	40,971	-725	-2%
Instagram	131,902	130,675	1,227	1%
Pinterest	23,600	23,500	100	0%
TikTok	<u>107,100</u>	<u>92,100</u>	<u>15,000</u>	<u>16%</u>
Online Communities Subtotal	1,116,778	1,110,391	6,387	1%



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns, outerbanks.org website activity, and leading tourism research partners secured by OBVB (i.e., Zartico, Visa, KeyData).

- **Section I: Fiscal Year 2024-2025 Overview:** Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Highlights market visitation and interest on state and city levels from research partners and organic website visits.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns and email marketing.
- **Section V: Month of Data:** Compares monthly delivery of top-level metrics to the same month in the previous year.

November 2024 Highlights

- Paid Media: Total impressions were up 26% YoY, driven by increased media activity from the extended flighting of FY24-25 Fall Our State promotion.
 - Continuity:
 - Hopper + Capital One generated 30 hotel bookings with an average advance of ~6 days. Hopper hotel promotion concluded at the end of the month.
 - Native Display supported Stargazing, Travel Deals, Prime Birding, and OBXmas. The "Prime Birding" creative achieved the highest CTR at 0.28%, while those who clicked on the "Stargaze" creative spent over 1 minute on the site on average, the highest of the month.
 - The OBXmas Paid Search campaign went live on 11/4 on Google and has thus far achieved a 22% CTR and \$0.45 CPC.
 - Fall: The Our State custom content promotion for the Tar Har Towns article concluded at the end of the month. All Fall Paid Media is now complete! The Tar Heel Towns article promoted outdoor activities, shopping, places to eat, and places to source local goods. Social and eNewsletter promotion produced over 1MM impressions, which resulted in over 3.3K page views.
- Website: Total website sessions were up 19% YoY and FYTD sessions are up 20%. Sessions declined 21% MoM due to the FY24-25 Fall campaign ending in October, as planned.
 - The /places-to-stay/vacation-rentals/ page saw a 50% increase in traffic, equating to 17.6K page views. 82% of those page views came from Paid Search.
 - The /plan-your-trip/weather-and-seasons/ page saw a 121% increase, or 3.6K page views, 40% of which came from Paid Social.
- Email: 209K emails were sent across the consumer marketing contact sublists and various workflow audiences with an overall 17% open rate, 10% CTR (opens) and 0.27% bounce rate.
 - The November 2024 OBX monthly email "New Season Loading on the OBX" produced a 16% open rate and 10% CTR (opens). The "Winter Lights" upcoming event generated 23% of total clicks, followed by 11% on the OBX Winter clickable image.
 - The OBXmas 2024 email "Sled on Down to OBXmas" was also sent out, receiving a 17% open rate and 9% CTR (opens). The video highlighting the Hatteras Village Christmas Parade received 24% of total clicks.
 - The Foodie Workflow continued to perform the best among niche workflows, achieving a 29% open rate and 46% CTR (opens) this month.
- Zartico: Data is collected and available through November 28th. Data for the entirety of the month will be updated once available.
 - September data has been refreshed. The Grocery Stores and Supermarkets category now reflects a 22% decrease over 2023, revised from the previous 50%. Overall September tracked spend now shows an 18% decrease over 2023, rather than the previous 32%.
- KeyData:
 - Short Term Rentals: Compared to 2023, November revenue is down about 5%, however, looking at the next 3 months, both Revenue and Adj. Paid Occupancy is forecasting increases YoY. As of 12/10, January and February show about double in Adj. Paid Occupancy.
 - The top 3 states (Virginia, North Carolina and Maryland) accounted for 71% of total rent, or 4.1MM. Virginia saw the largest dollar increase over November 2023, about \$233K, up 13% YoY.
 - Hotels: Compared to 2023, November revenue was 3% higher, and Adj. Paid Occupancy was 2% higher. Looking ahead, December, January, and February show 3-5 pt decreases in Adj. Paid Occupancy over 2023 (as of 12/10).
 - Note: 3-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.
- Visa: Data through September 2024 is available. Dashboard will be updated once October data is available.

Dashboard was updated on 12/11/24. Data is reviewed and validated through - Media, Email, and Website: 11/30/24; Zartico: 11/29/24, Visa: 9/30/24, KeyData Short Term Rentals: as of 12/10/24 (FY24-25) vs 12/12/23 (FY23-24), KeyData Hotel: as of 12/4/24 (FY24-25) vs. 12/6/23 (FY23-24).

Section I: Fiscal Year 2024-2025 Overview

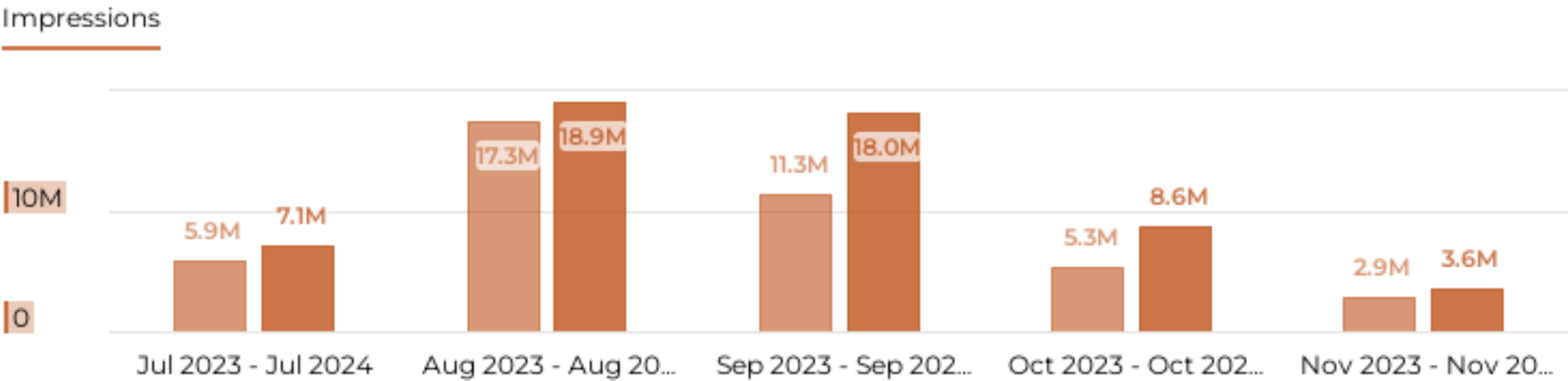
Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals

Paid Media Campaigns (HY Managed)

FYTD: Impressions

56,241,273 ▲32%
(Custom Range: 42,650,745)

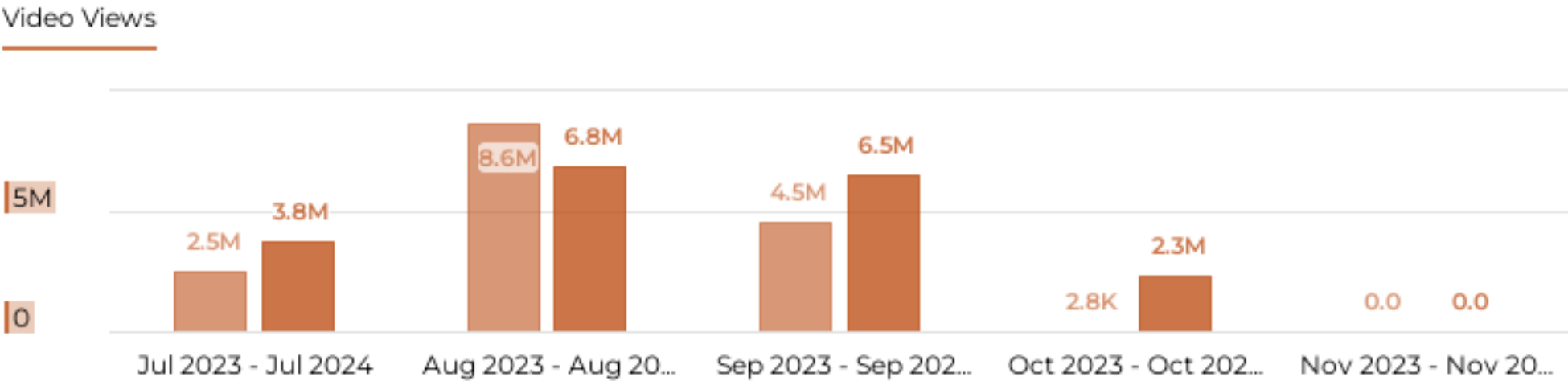
Monthly Impressions v. Previous Year



FYTD: Video Views

19,334,479 ▲24%
(Custom Range: 15,614,673)

Monthly Video Views v. Previous Year

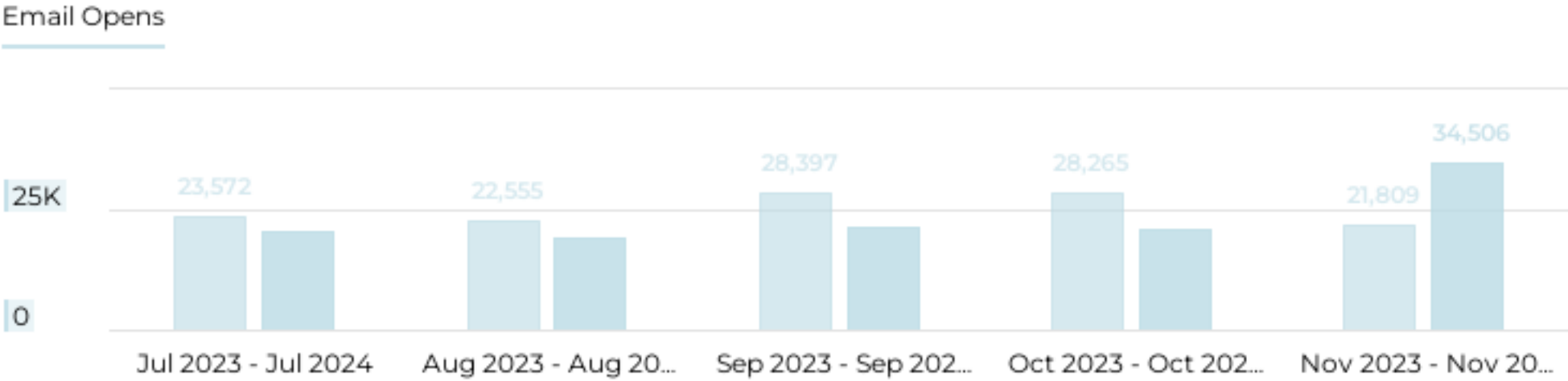


Email Marketing

FYTD: Email Opens

115,476 ▼-7%
(Custom Range: 124,598)

Monthly Email Opens v. Previous Year

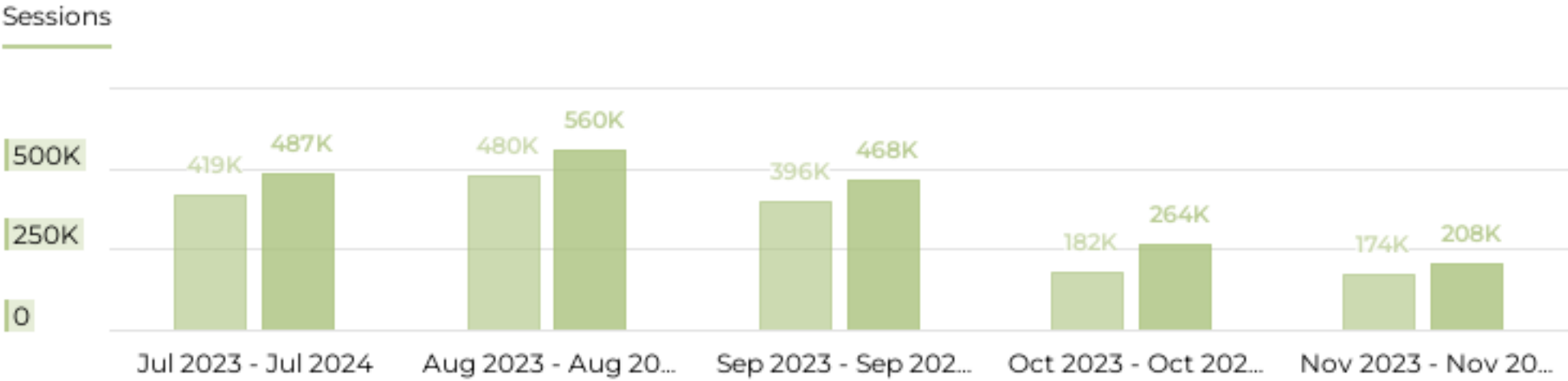


Outerbanks.org

FYTD: Website Sessions

1,987,065 ▲20%
(Custom Range: 1,651,243)

Monthly Website Sessions v. Previous Year



Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

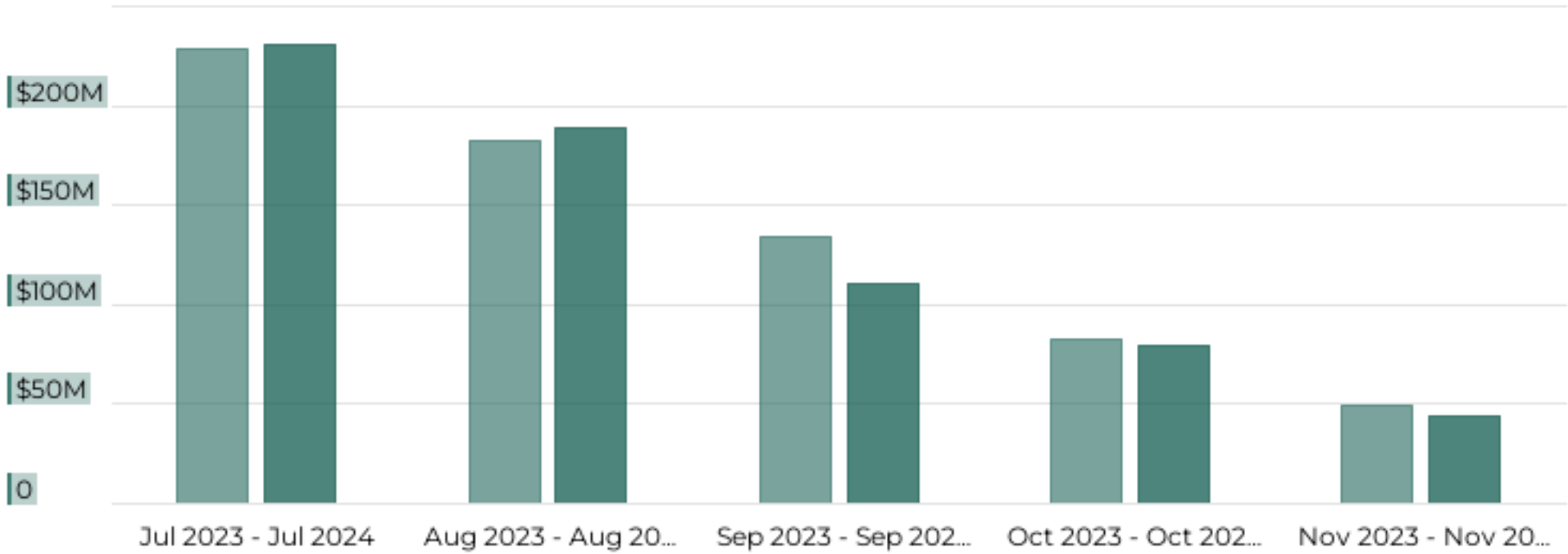
\$653,246,576 -3%
(Custom Range: \$676,672,447)

FYTD: Visa Tracked Spend

\$187,295,491 -3%
(Custom Range: \$192,456,808)

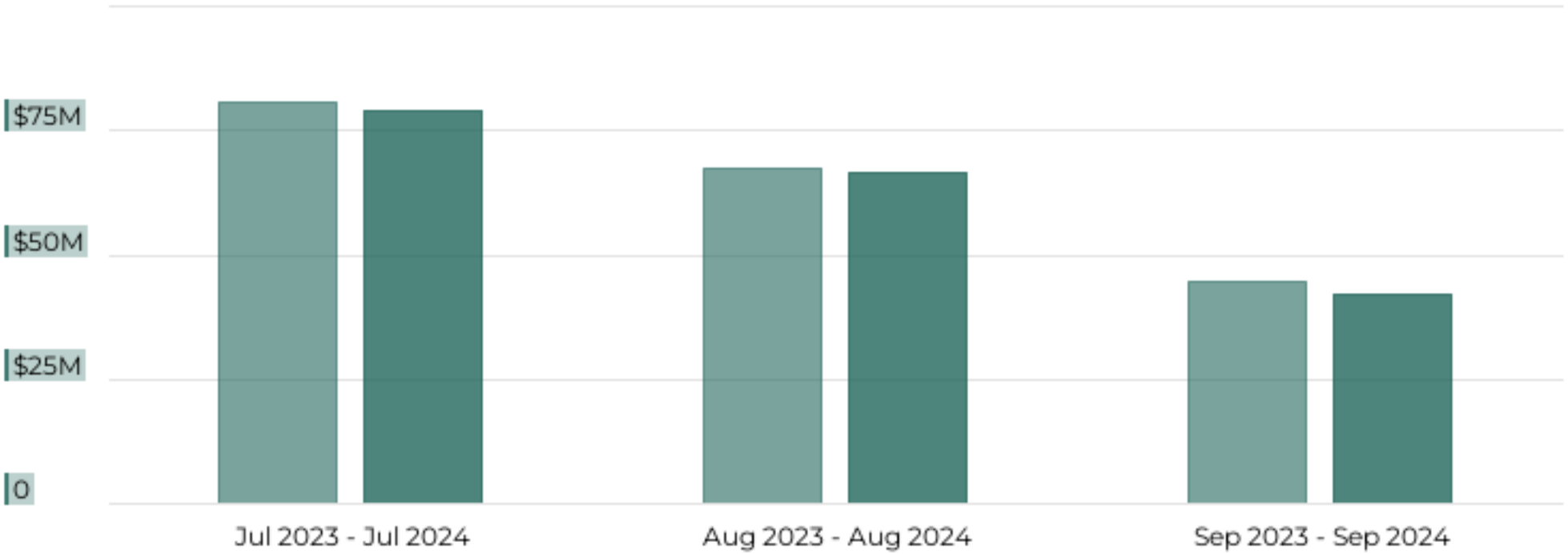
Zartico Monthly Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

KeyData Rental Data

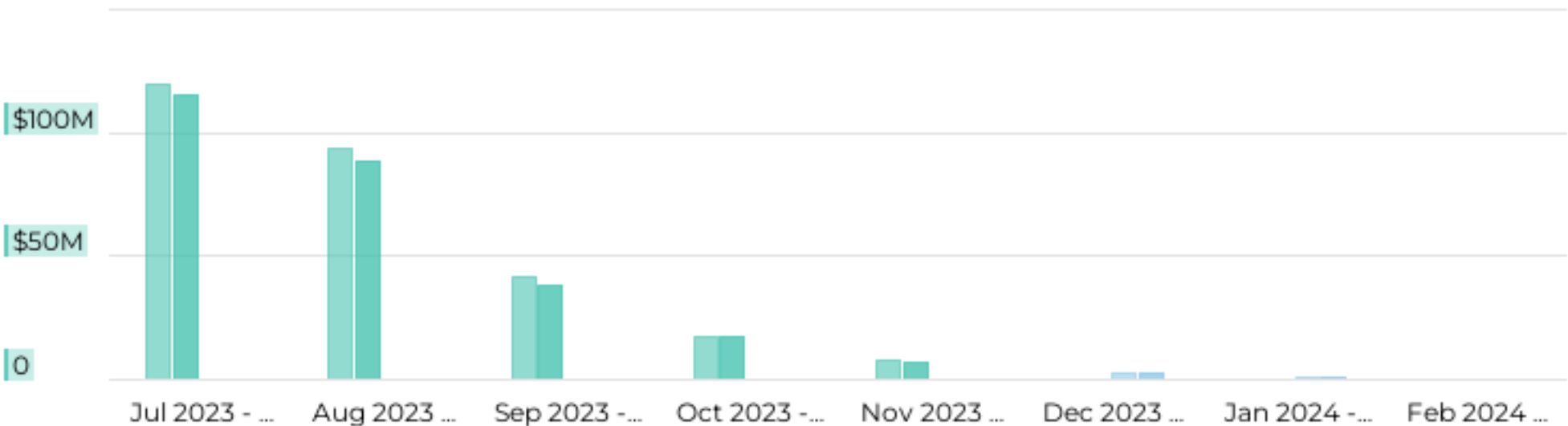
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$266,004,782 ▼ -5%
(Custom Range: \$280,756,977)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 12/10/24 vs. 12/12/23

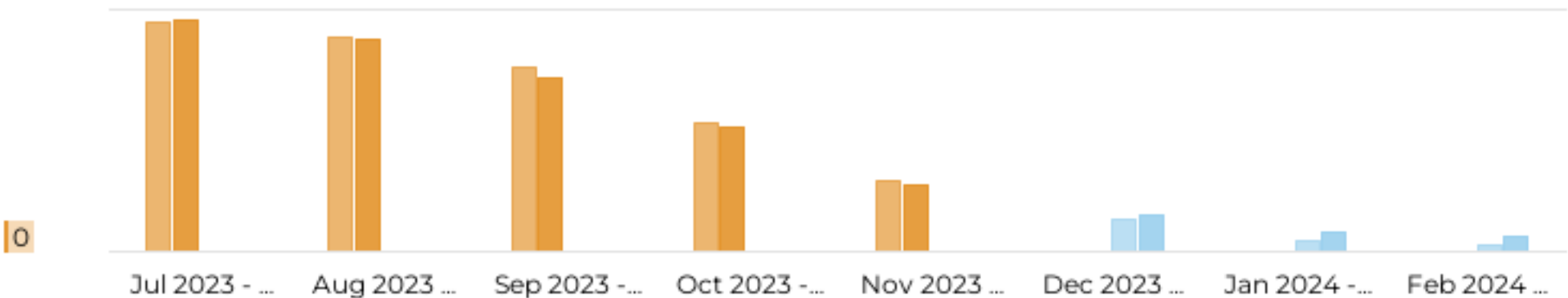


FYTD: Adj. Paid Occupancy %

71 % ▼ -3%
(Custom Range: 73 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 12/10/24 vs. 12/12/23



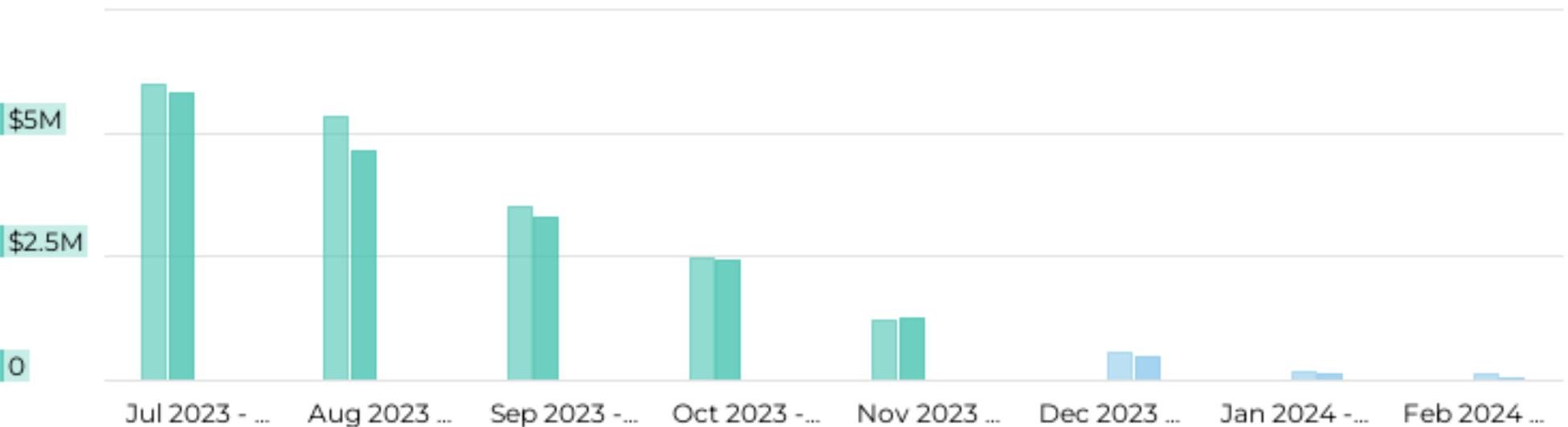
Hotels

FYTD: Total Revenue

\$17,426,158 ▼ -5%
(Custom Range: \$18,440,357)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 12/4/24 vs. 12/6/23

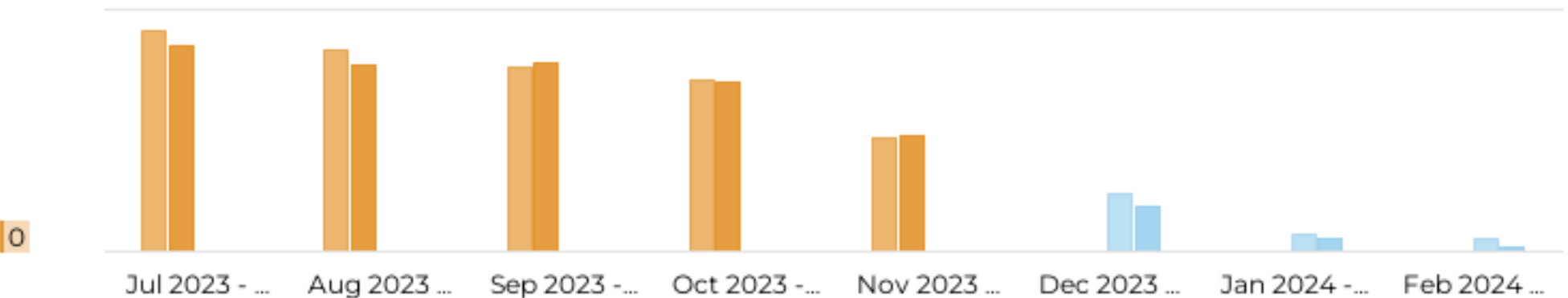


FYTD: Paid Occupancy %

72 % ▼ -2%
(Custom Range: 74 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 12/4/24 vs. 12/6/23



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

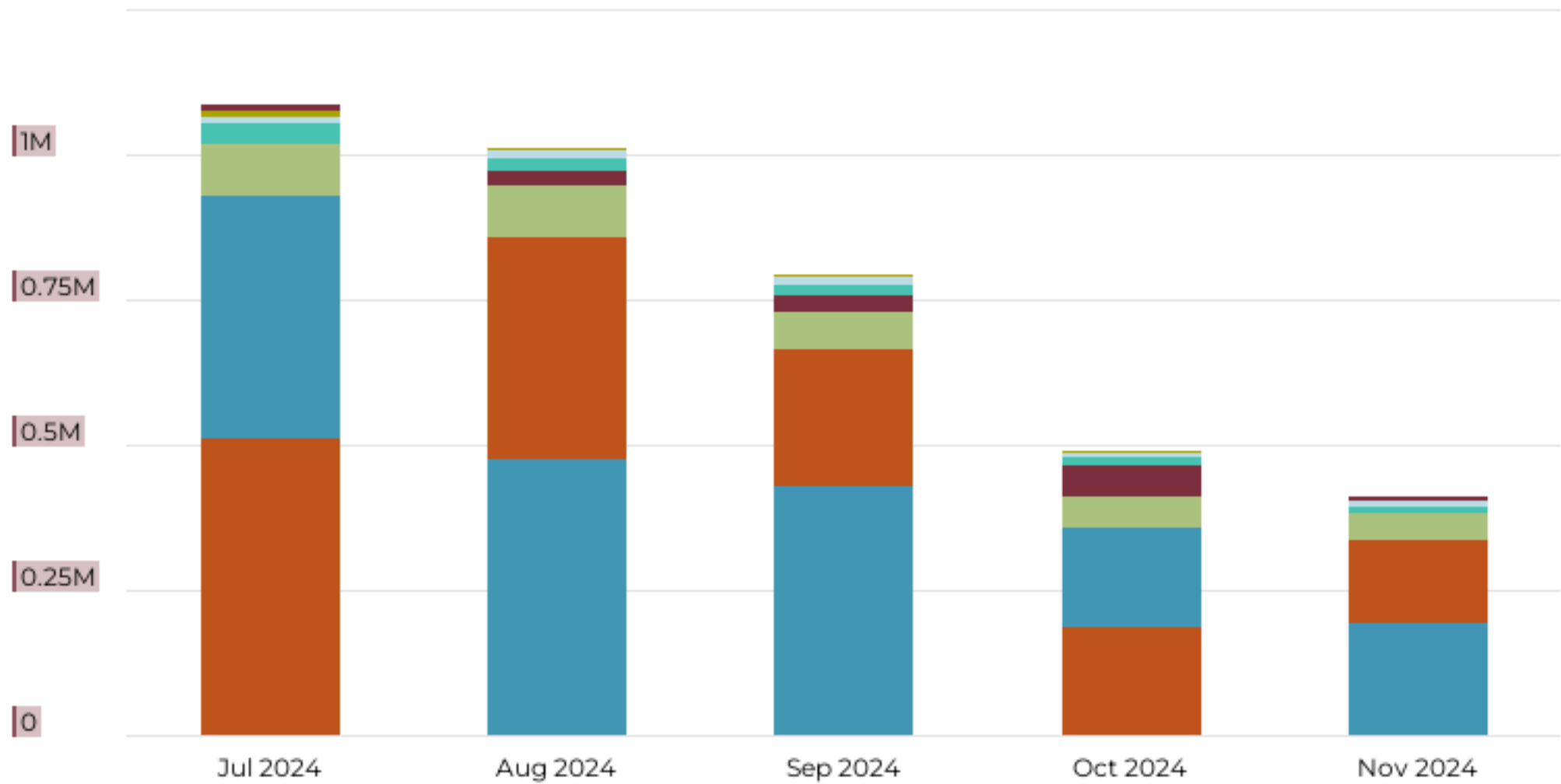
FYTD: Total Page Views

3,790,394 ▲ 6%
(3,568,960)

Monthly Page Views by Traffic Source

Page Views

● Social Media ● Other ● Email ● Referral ● Direct ● Paid Media ● Organic Search



Monthly Top 20 Page Paths Visited v. Previous Month

Web Analytics Page Path	# Page Views ↓	▲ Diff
/places-to-stay/vacation-rentals/	52,840	▲ 50% (17,572)
/	31,564	▼ -19% (-7,165)
/blog/post/	24,431	▼ -30% (-10,619)
/plan-your-trip/towns-and-villages/	15,464	▼ -30% (-6,541)
/places-to-stay/?view=list&sort=qua...	13,958	▲ 48% (4,503)
/things-to-do/attractions/	9,433	▼ -24% (-2,942)
/things-to-do/?view=list&sort=quali...	8,189	▼ -25% (-2,731)
/places-to-stay/oceanfront/	8,060	▲ 74% (3,425)
/plan-your-trip/getting-here-and-ar...	7,868	▼ -18% (-1,725)
/plan-your-trip/webcams/	7,683	▼ -84% (-39,247)
/things-to-do/water-activities/	7,348	▼ -36% (-4,162)
/places-to-stay/campgrounds-and-...	7,212	▼ -23% (-2,183)
/things-to-do/	7,102	▼ -28% (-2,756)
/plan-your-trip/weather-and-seaso...	6,640	▲ 121% (3,637)
/places-to-stay/hotels-and-motels/	6,232	▲ 27% (1,322)
/plan-your-trip/travel-guide/	5,694	▼ -67% (-11,411)
/events/	5,343	▼ -10% (-615)
/plan-your-trip/offers-and-packages/	5,236	▲ 29% (1,177)
/plan-your-trip/beaches/	5,144	▼ -36% (-2,923)
/plan-your-trip/trip-ideas/	4,925	▼ -42% (-3,508)

1 - 20 of 20 items



Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year



🏠 State	# KeyData STR	▲ Diff	# Organic Sessions	▲ Diff	# Tracked Spend (Zartico) ↓	▲ Diff
Virginia	\$2,029,238	▲ 13%	10,377	▼ 0%	\$15,761,794	▼ -25%
North Carolina	\$1,697,783	▲ 4%	10,579	▼ -8%	\$15,025,624	▲ 29%
Maryland	\$396,347	▼ -8%	1,762	▲ 0%	\$2,785,190	▼ -18%
Florida	\$96,588	▲ 32%	5,298	▲ 69%	\$1,470,986	▲ 12%
New York	\$169,231	▲ 16%	5,831	▲ 26%	\$1,451,283	▲ 70%
Pennsylvania	\$401,415	▼ -24%	4,468	▲ 23%	\$1,432,675	▼ -28%
New Jersey	\$123,551	▲ 13%	826	▲ 0%	\$1,017,929	▼ -35%
South Carolina	\$123,200	▼ -39%	920	▼ -30%	\$570,209	▼ -16%
West Virginia	\$80,679	▼ -19%	402	▼ -48%	\$533,765	▲ 5%
Alabama	\$6,035	▼ -33%	300	▲ 13%	\$475,120	▲ 813%
Ohio	\$144,214	▼ -10%	1,655	▼ -40%	\$383,098	▼ -55%
Connecticut	\$29,030	▲ 67%	398	▼ -20%	\$318,521	▲ 116%
Delaware	\$106,518	▲ 53%	198	▼ -26%	\$305,447	▼ -46%
Tennessee	\$25,935	▼ -73%	893	▼ -18%	\$286,622	▲ 13%
Georgia	\$24,263	▼ -52%	3,990	▼ -14%	\$198,355	▼ -56%
Texas	\$18,656	▼ -63%	1,832	▲ 30%	\$196,033	▼ -73%
California	\$18,301	▼ -44%	1,721	▲ 36%	\$182,551	▼ -63%
Colorado	\$38,289	▲ 21%	574	▲ 21%	\$130,290	▼ -29%
District of Columbia	\$20,318	▲ 76%	451	▼ -12%	\$129,716	▼ -48%
Kentucky	\$18,184	▼ -8%	503	▼ -45%	\$128,694	▼ -27%
Illinois	\$19,929	▼ -32%	1,936	▲ 33%	\$124,742	▲ 22%
Arizona	\$1,667	▲ 1,058%	412	▲ 17%	\$112,992	▲ 803%
Wisconsin	\$13,096	▲ 2%	447	▲ 0%	\$105,956	▼ -31%
Massachusetts	\$24,653	▼ -13%	1,420	▲ 12%	\$99,873	▲ 2%
Washington	\$10,298	▼ -27%	586	▲ 53%	\$79,158	▼ -13%
Indiana	\$12,347	▼ -25%	891	▼ -42%	\$77,583	▼ -43%
Idaho	--	--	101	▲ 10%	\$77,425	▲ 234%
Total	\$5,793,569	▼ 0%	64,022	▼ -1%	\$44,238,997	▼ -10%

KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities		
 City	 State	# Total Rent ↓
--	Virginia	\$2,564,870
Pittsburgh	Pennsylvania	\$2,342,305
Richmond	Virginia	\$2,331,289
Alexandria	Virginia	\$1,916,524
Mechanicsville	Virginia	\$1,801,737
Midlothian	Virginia	\$1,761,363
Fredericksburg	Virginia	\$1,541,081
Chesapeake	Virginia	\$1,512,256
Virginia Beach	Virginia	\$1,473,681
Charlottesville	Virginia	\$1,425,604
Williamsburg	Virginia	\$1,418,908
Fairfax	Virginia	\$1,396,512
Raleigh	North Carolina	\$1,338,399
Arlington	Virginia	\$1,333,146
Glen Allen	Virginia	\$1,170,279
Ashburn	Virginia	\$1,143,772
Washington	District of Columbia	\$1,099,334
Leesburg	Virginia	\$1,083,151
Manassas	Virginia	\$1,012,044
Kill Devil Hills	North Carolina	\$934,442
Vienna	Virginia	\$923,718
Frederick	Maryland	\$879,219
Herndon	Virginia	\$863,649
Kitty Hawk	North Carolina	\$811,719
Springfield	Virginia	\$808,519
Silver Spring	Maryland	\$802,079
Roanoke	Virginia	\$794,423
Chesterfield	Virginia	\$773,065
Winchester	Virginia	\$766,291
Philadelphia	Pennsylvania	\$759,963
Annapolis	Maryland	\$741,289
York	Pennsylvania	\$731,993

1 - 50 of 50 items

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities		
 City	 State	# Visits ↓
Ashburn	Virginia	44,837
New York	New York	41,457
Atlanta	Georgia	34,299
--	Florida	32,589
Chicago	Illinois	11,602
Virginia Beach	Virginia	11,098
Philadelphia	Pennsylvania	10,704
Roanoke	Virginia	10,385
--	North Carolina	10,094
Raleigh	North Carolina	9,870
Charlotte	North Carolina	9,008
Boston	Massachusetts	8,992
Baltimore	Maryland	8,901
Kill Devil Hills	North Carolina	8,723
--	Virginia	8,673
Washington	District of Columbia	6,976
Nags Head	North Carolina	5,992
--	Pennsylvania	5,699
Dallas	Texas	5,142
Miami	Florida	4,600
Orlando	Florida	4,060
Kitty Hawk	North Carolina	3,950
Reston	Virginia	3,673
Corolla	North Carolina	3,325
Los Angeles	California	3,319
Jet	Oklahoma	3,165
Manteo	North Carolina	3,008
Richmond	Virginia	2,745
Pittsburgh	Pennsylvania	2,658
Norfolk	Virginia	2,594
--	Georgia	2,421
--	New York	2,351

1 - 50 of 50 items

Zartico Normalized Visitor Spend

FYTD: States	
 State	# Visitor Spend ↓
Virginia	\$240,893,999
North Carolina	\$115,096,965
Pennsylvania	\$70,972,745
Maryland	\$54,063,117
New York	\$24,925,488
New Jersey	\$20,223,942
Florida	\$16,863,354
Ohio	\$16,137,600
West Virginia	\$14,310,034
South Carolina	\$5,997,078
Indiana	\$5,539,098
Connecticut	\$5,121,034
Tennessee	\$5,046,014
Delaware	\$4,718,358
Massachusetts	\$4,320,528
California	\$3,602,789
Texas	\$3,238,272
Michigan	\$3,144,561
Georgia	\$2,941,920
Kentucky	\$2,639,457
District of Columbia	\$2,594,475
Illinois	\$2,420,364
Colorado	\$1,991,640
Alabama	\$1,685,603
New Hampshire	\$1,514,770
Wisconsin	\$1,419,629
Washington	\$1,402,722
Vermont	\$1,367,515
Oregon	\$1,239,586
Minnesota	\$1,217,118
Missouri	\$1,170,912
Iowa	\$1,103,370

1 - 50 of 50 items

Section IV: HY Managed Media

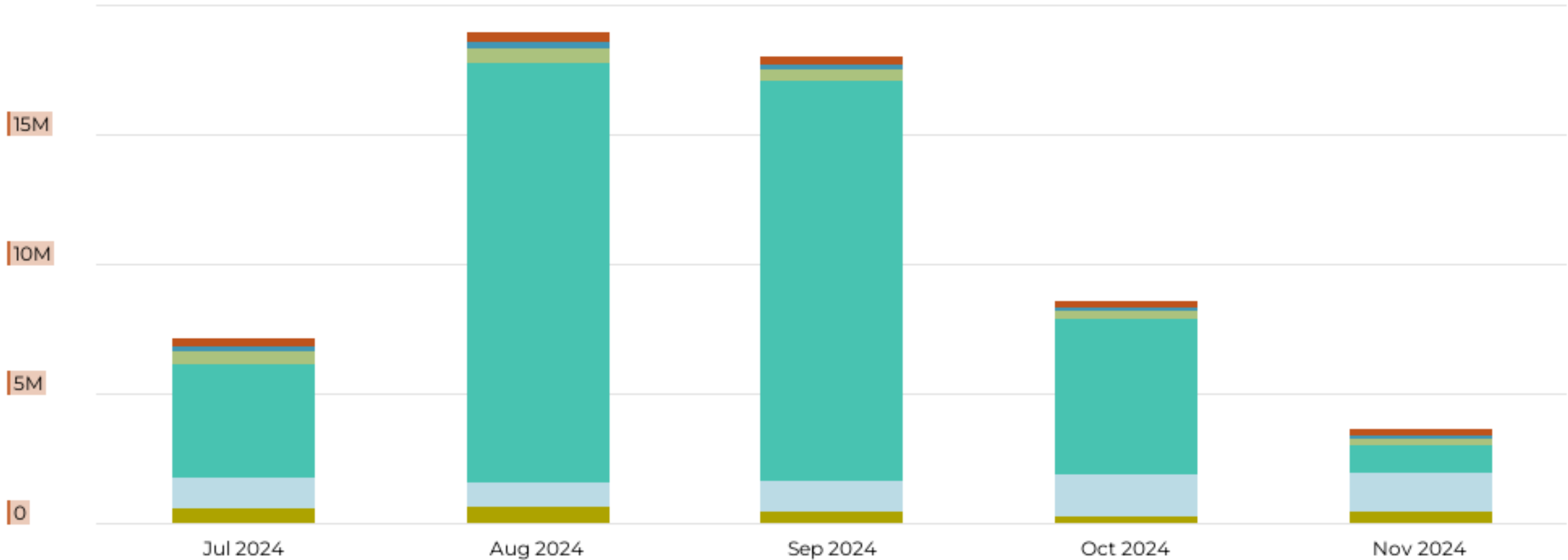
Reviews topline delivery metrics for HY managed paid media campaigns and ORVR's email marketing efforts.

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign

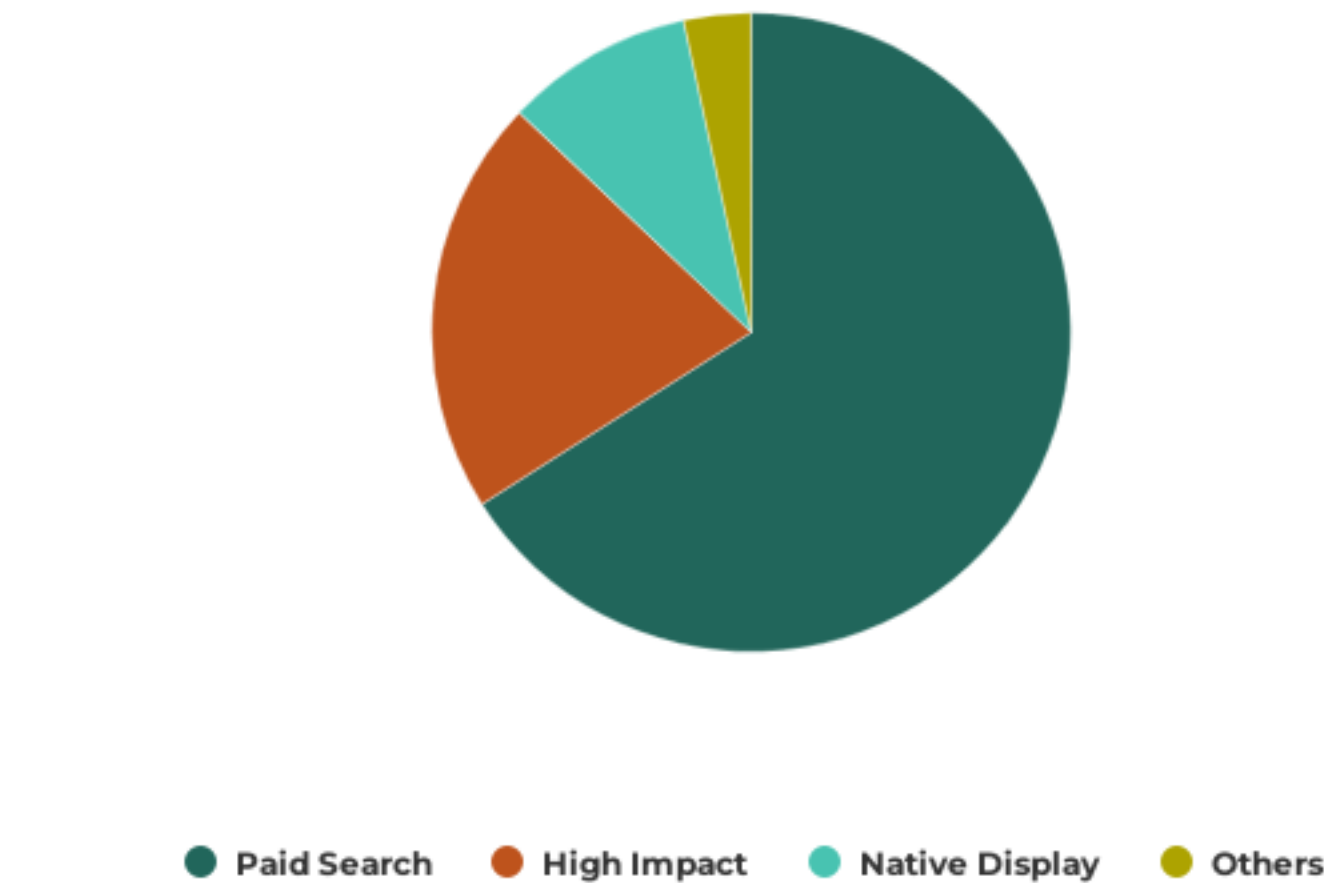
Impressions

Branded FY24-25 Continuity FY24-25 Fall Lodging (Regional) Niche (Regional) OBXmas (Local) Travel (Regional)



FYTD: Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

Delivery and Performance by Creative - Month Of

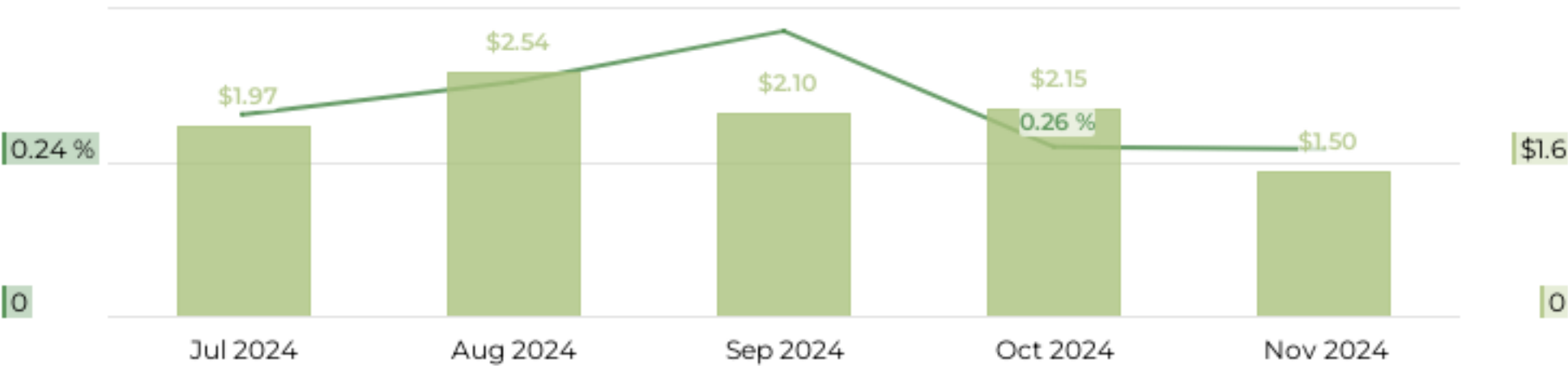
Creative	# Impressions ↓	# CTR	# CPC
Stargaze (November)	611,395	0.25 %	\$1.28
Travel Deals (November)	178,969	0.26 %	\$1.78
OBXmas (November)	137,364	0.27 %	\$1.79
Prime Birding (November)	114,420	0.28 %	\$1.80
Total	1,042,148	0.26 %	\$1.50

1 - 4 of 4 items

↔ ↩

Performance Trends

CTR CPC



FYTD: Sends

778,194

(Custom Range: 610,689)

▲ 27%

FYTD: Open Rate

14.89 %

(Custom Range: 20.44 %)

▼ -27%

FYTD: Clicks

16,280

(Custom Range: 18,434)

▼ -12%

FYTD: CTR (Opens)

14.10 %

(Custom Range: 14.79 %)

▼ -5%

New Subscribers - Month Of

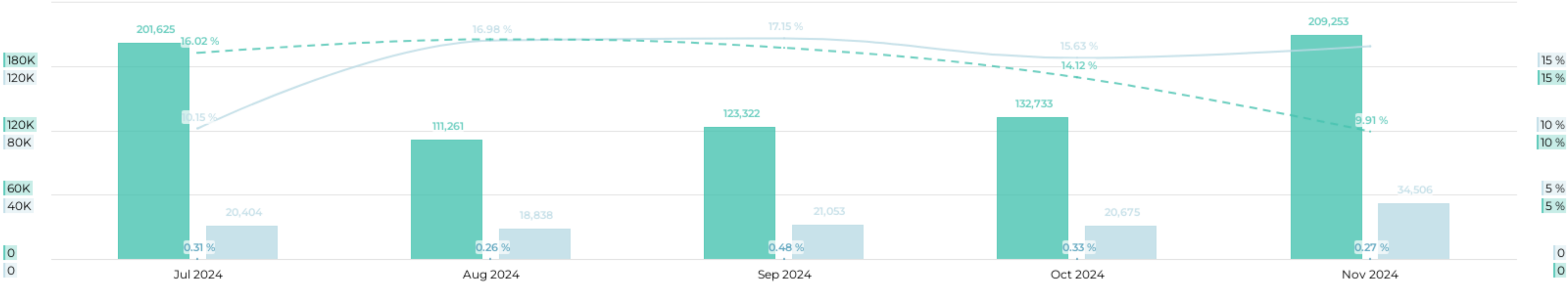
4,920

(Custom Range: 3,252)

▲ 51.29% (1,668)

FYTD: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Delivery and Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)	# Bounce Rate
November 2024 OBX Email	102,173	16,403	1,586	16.09 %	9.67 %	0.24 %
OBXmas 2024 Email	100,393	16,664	1,443	16.64 %	8.66 %	0.23 %
Welcome Email Workflow	4,702	1,005	250	21.79 %	24.88 %	1.89 %
Art, History and Culture Wor...	588	116	35	19.80 %	30.17 %	0.34 %
Foodie Workflow 3.0	329	96	44	29.27 %	45.83 %	0.30 %
Active Vacationer Workflow 3...	262	51	12	19.62 %	23.53 %	0.76 %
Family Workflow 3.0	230	50	15	21.74 %	30.00 %	0.00 %
Birding Workflow	203	43	12	21.18 %	27.91 %	0.00 %
Surfing Workflow	150	37	8	24.67 %	21.62 %	0.00 %
Fishing Workflow 3.0	135	27	7	20.00 %	25.93 %	0.00 %
Camping/RV Workflow 3.0	88	14	7	15.91 %	50.00 %	0.00 %
Total	209,253	34,506	3,419	16.54 %	9.91 %	0.27 %



Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Nov 2024	Nov 2023	Base Goal	Stretch Goal
Current Month	1,774,496	1,607,418	1,362,759	2,044,139
Cumulative Fiscal	16,148,176	19,941,606	17,407,973	26,111,959
Cumulative % To Target		81%	93%	62%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Nov 2024	Nov 2023	Base Goal	Stretch Goal
Current Month	5,636	12,401	11,302	16,953
Cumulative Fiscal	106,083	96,511	108,558	162,837
Cumulative % To Target		110%	98%	65%

Engage

KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks

Performance As Of:	Nov 2024	Nov 2023	Base Goal	Stretch Goal
Current Month	501,329	364,493	386,564	579,846
Cumulative Fiscal	3,647,403	4,907,958	4,302,084	6,453,126
Cumulative % To Target		74%	85%	57%

Convert

KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups

Performance As Of:	Nov 2024	Nov 2023	Base Goal	Stretch Goal
Current Month	574	381	546	873
Cumulative Fiscal	5,910	5,796	5,341	8,545
Cumulative % To Target		102%	111%	69%

Key Messaging:

- OBX Promise #3
- 12 Bars of Christmas
- Secotan Market
- Birding on The OBX

Performance Overview:

- Increased costs across platforms during the election and holiday season have contributed to slight underperformance across impressions, traffic, and engagements in comparison to projected goal. These cost increases were anticipated by intentionally decreasing the spend in November and December. Costs are expected to decrease in the new year when budget is set to ramp up around heavy promotion of the 2025 Travel Guide.

Next Steps & Recommendations:

- New tactic for OBX promise, using a natural beauty aesthetic video with text overlay to encourage engagement. Additionally, test weaving the promise text into ongoing content messaging.
- With several fans asking about Cape Hatteras Lighthouse restoration progress, add a visual progress report in February content.
- Teasing and promotion of “The Outer Edge” will kick off in January 2025.
- January 2025 Travel Guide ad will heavily focus on “new 2025” messaging.

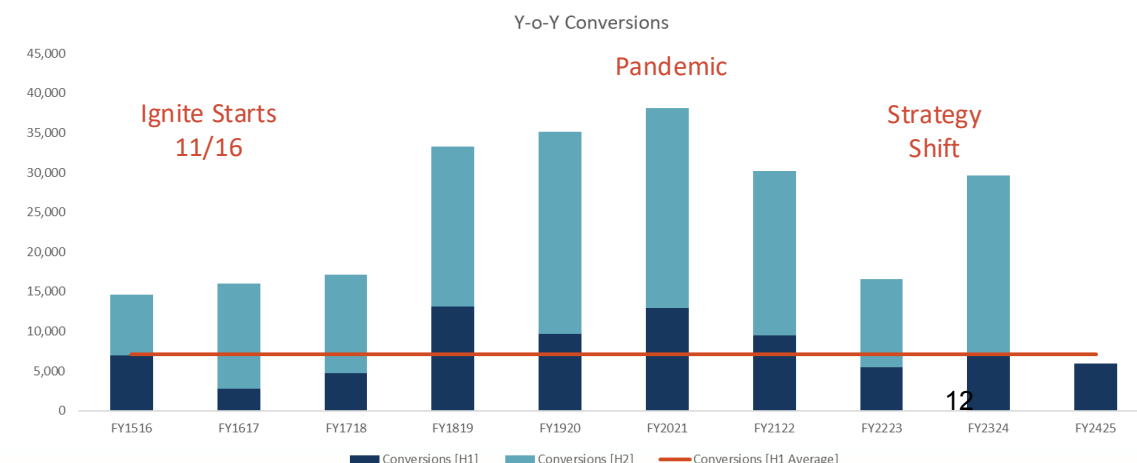
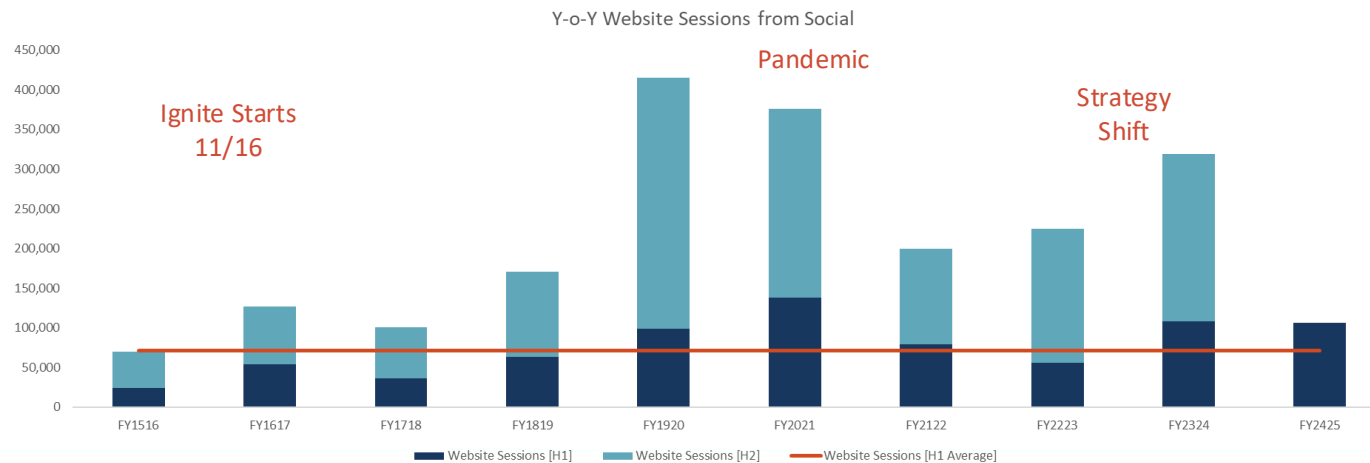
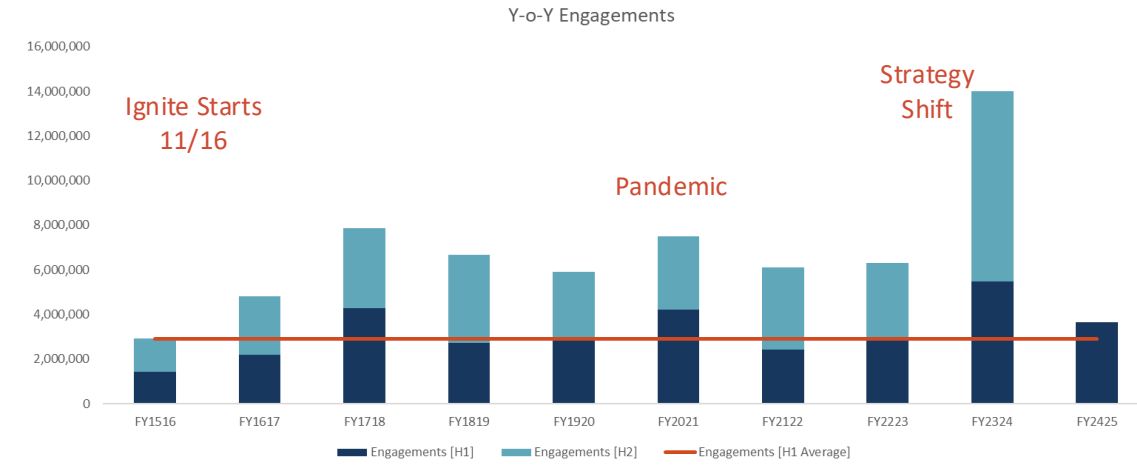
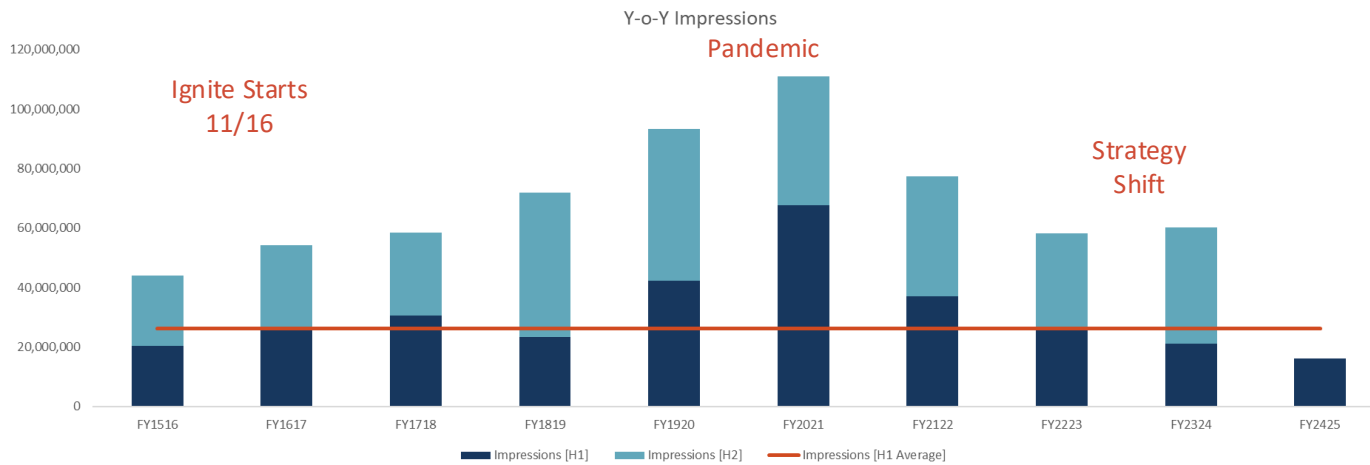


OBX Social Performance FY15/16 – FY23/24

H1: July – December

H2: January - July

FY2425 data pictured below represents July 2024 – September 2024

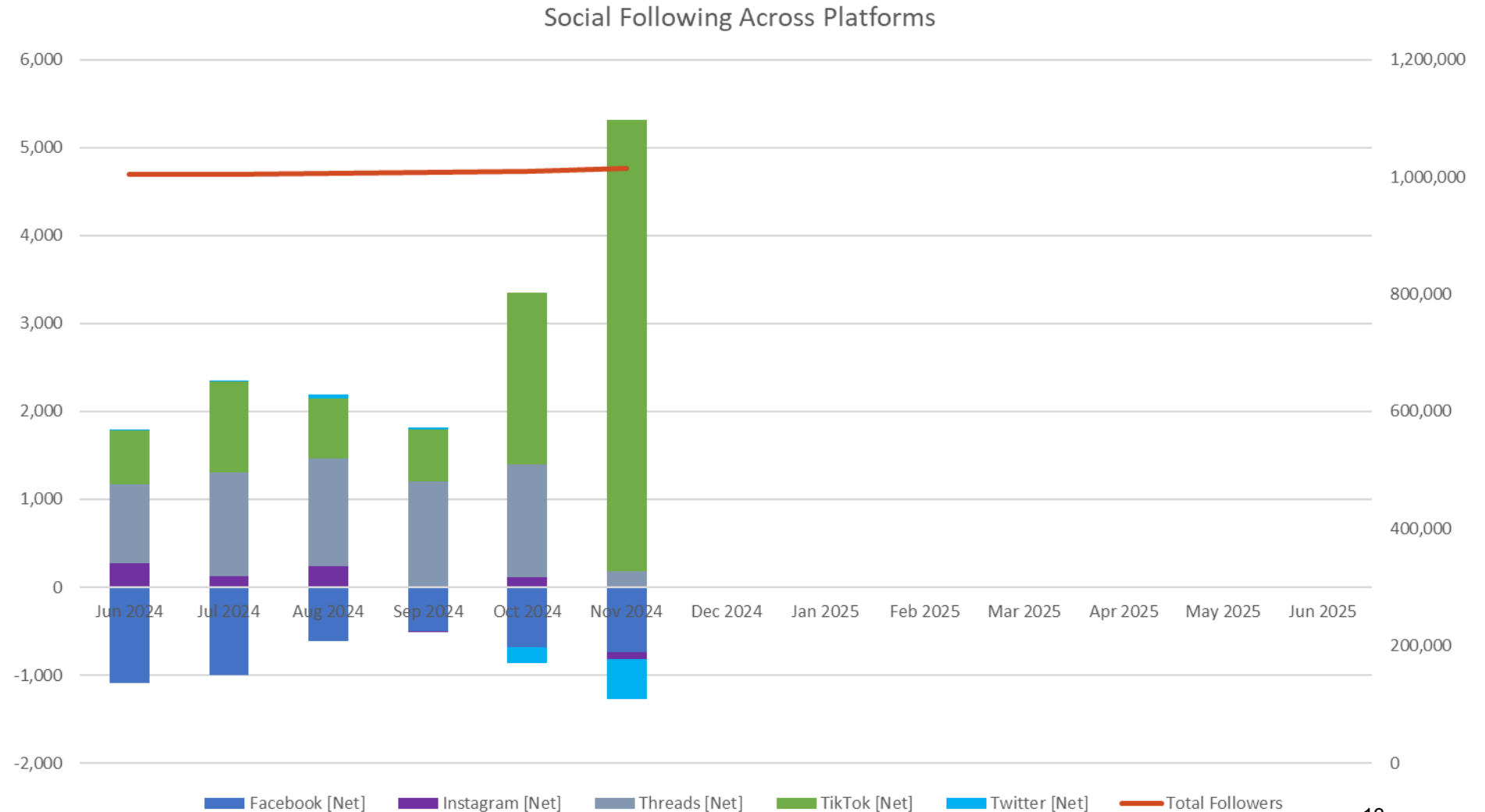




Engage - Community Growth

Highlights:

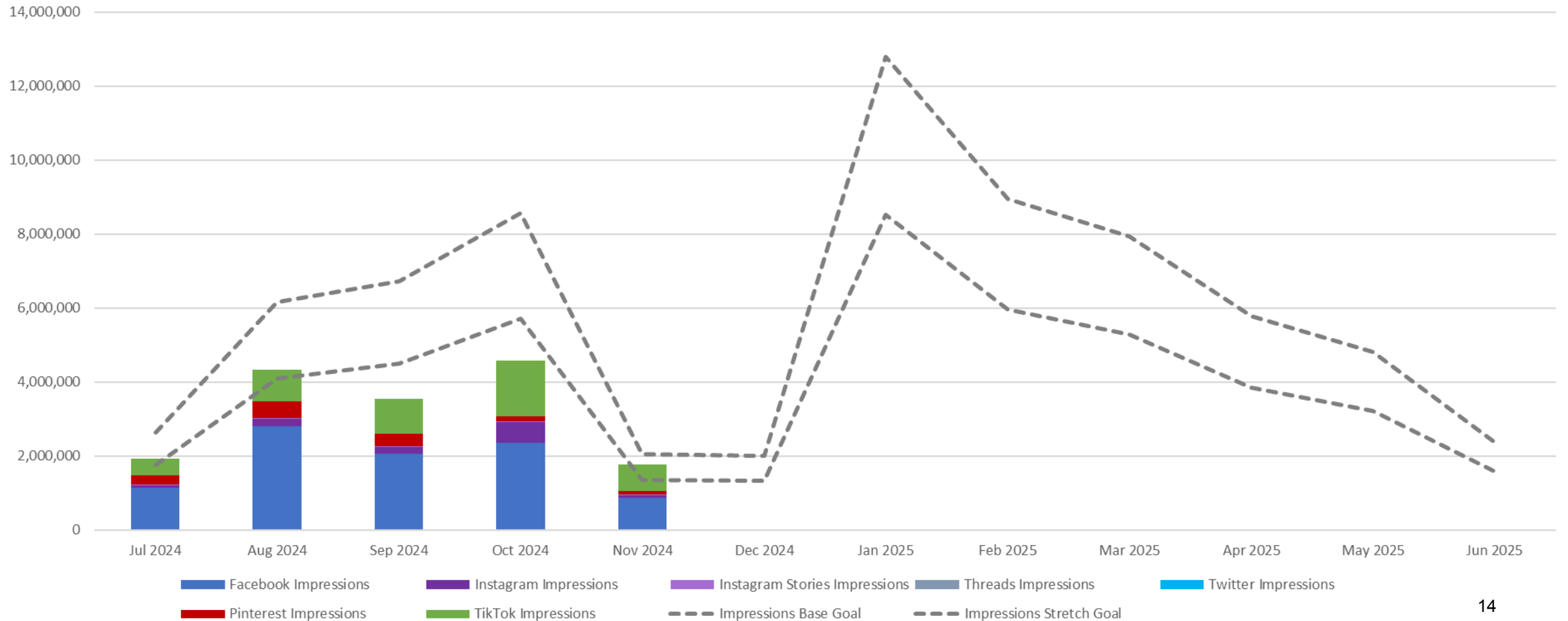
- TikTok experienced a significant jump in new followers, likely attributed to the newest half-season drop of the OBX Netflix show.





Connect M-o-M

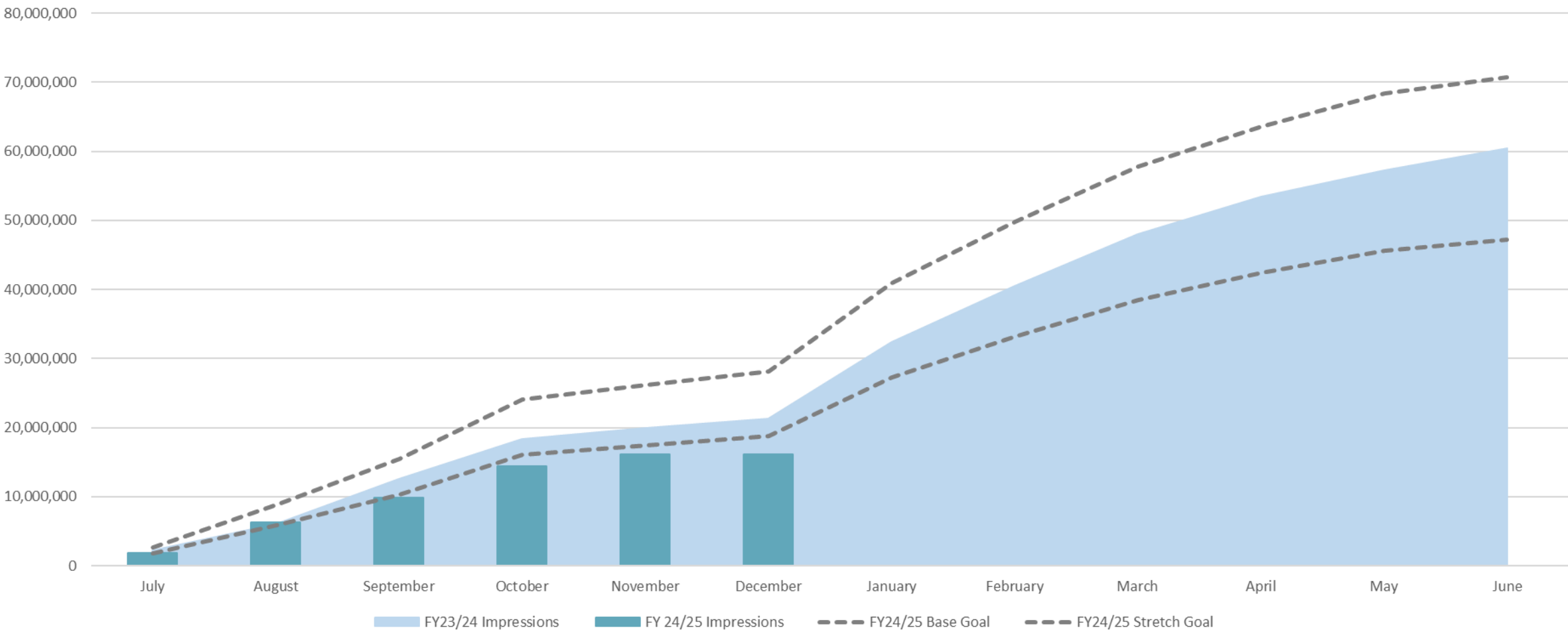
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

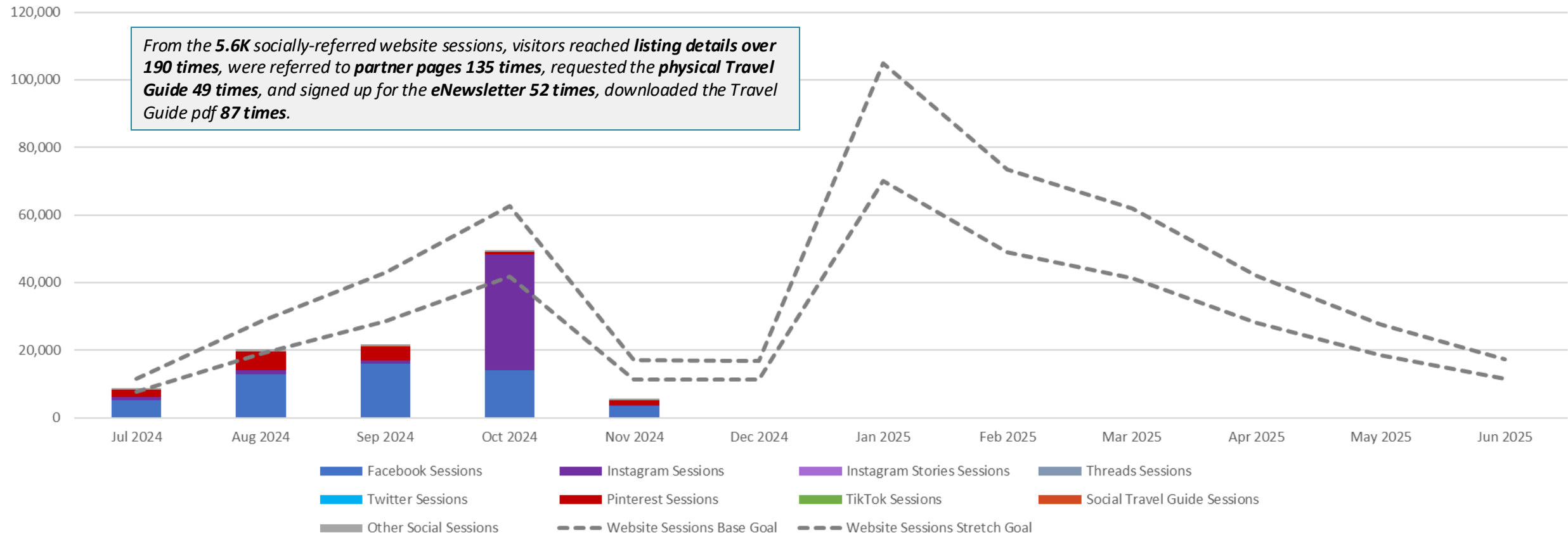
Cumulative Impressions Performance To Goal





Drive Intent

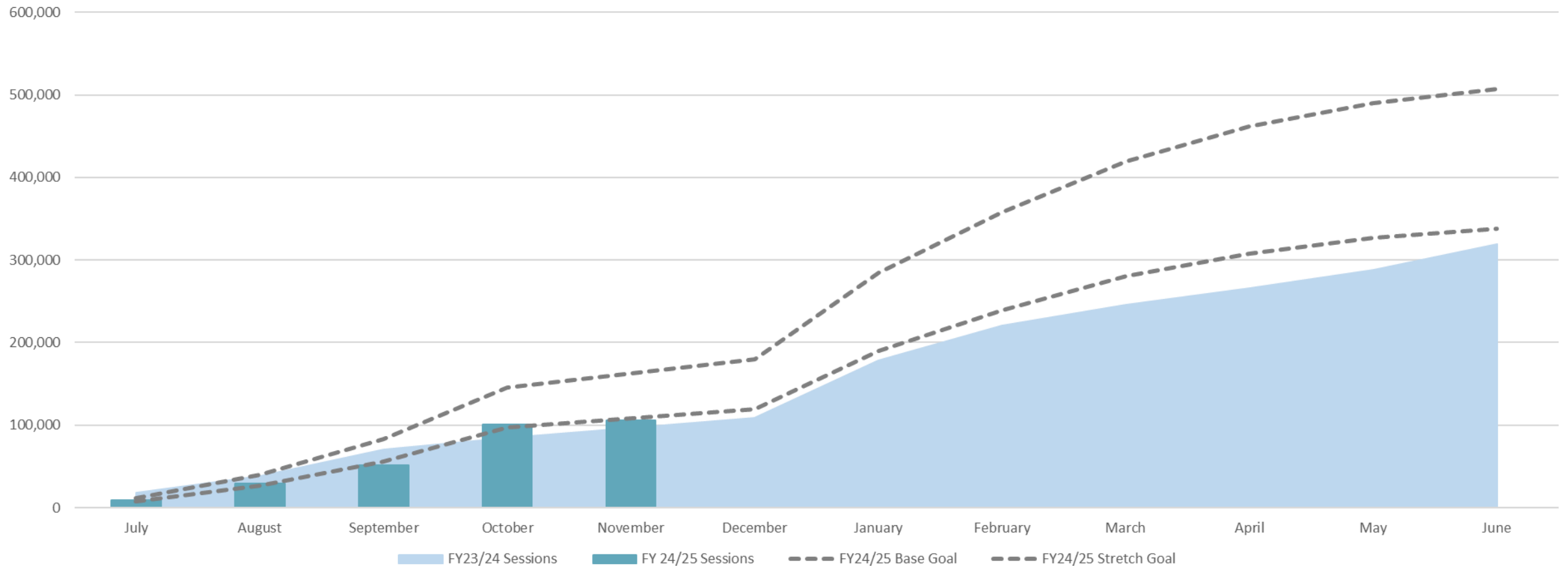
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

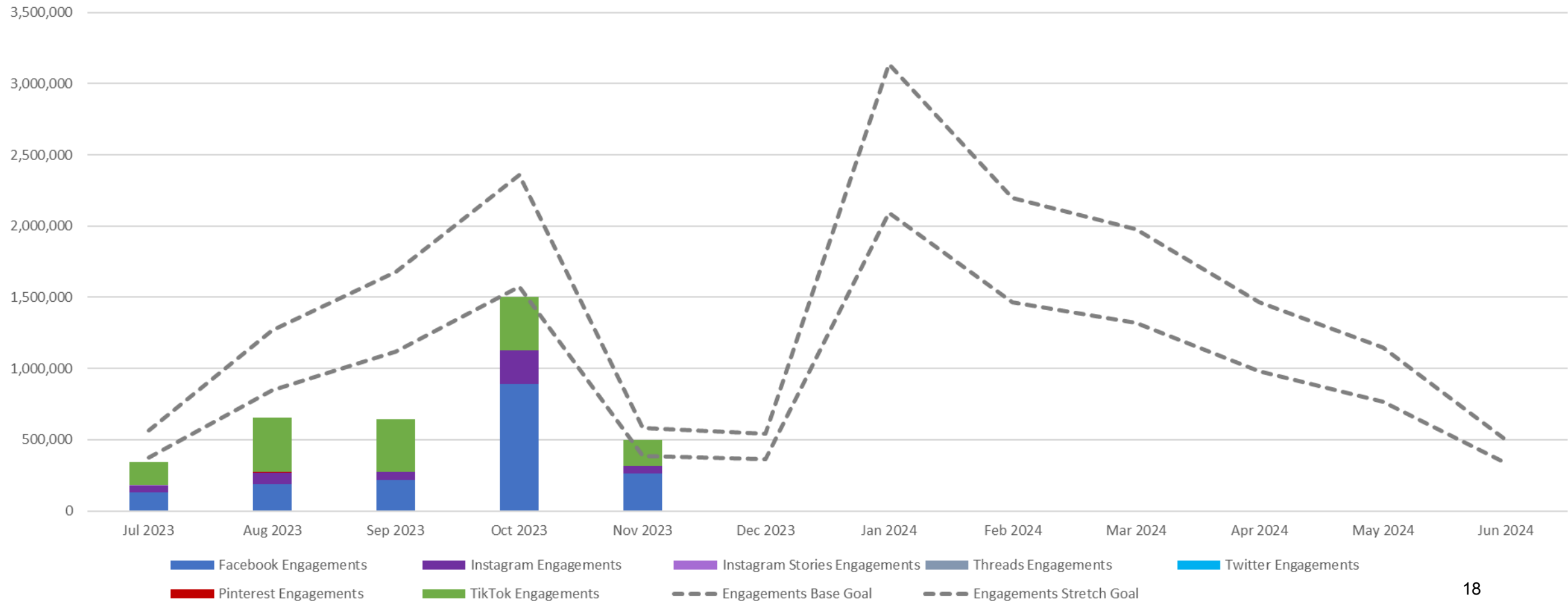
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

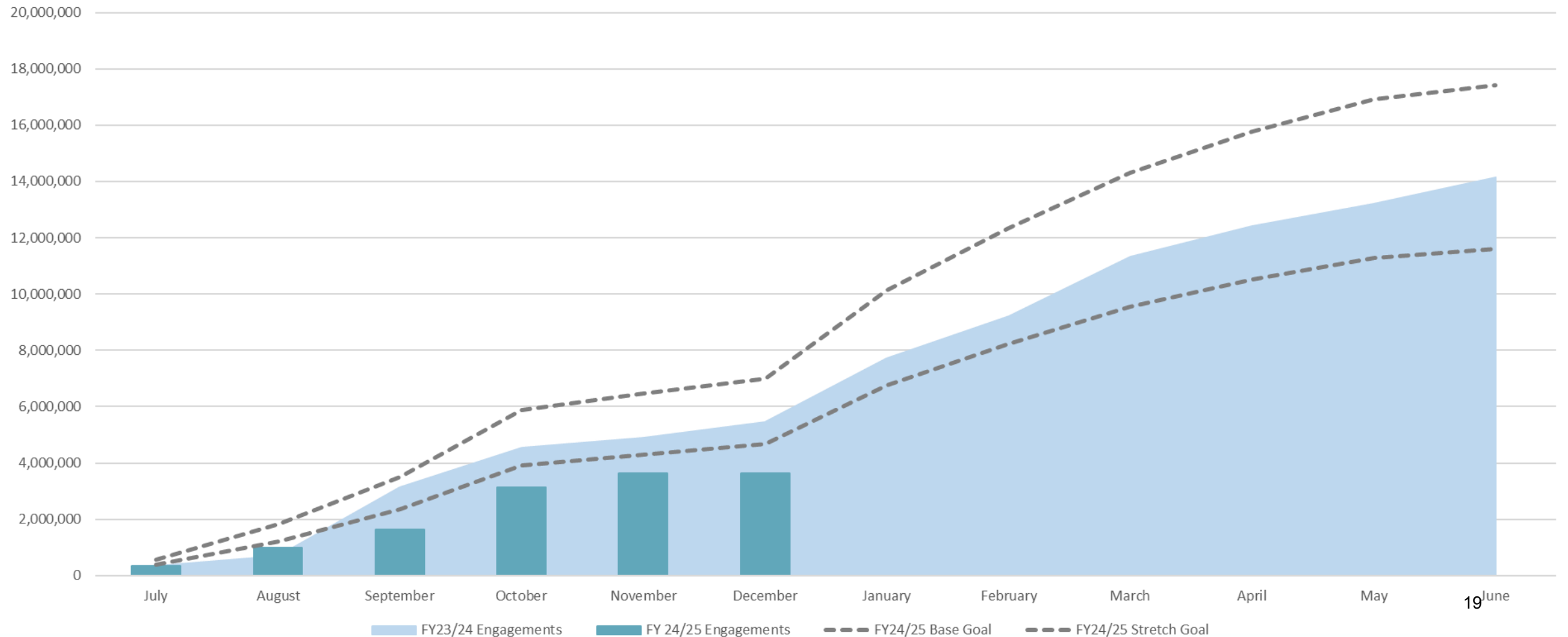
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

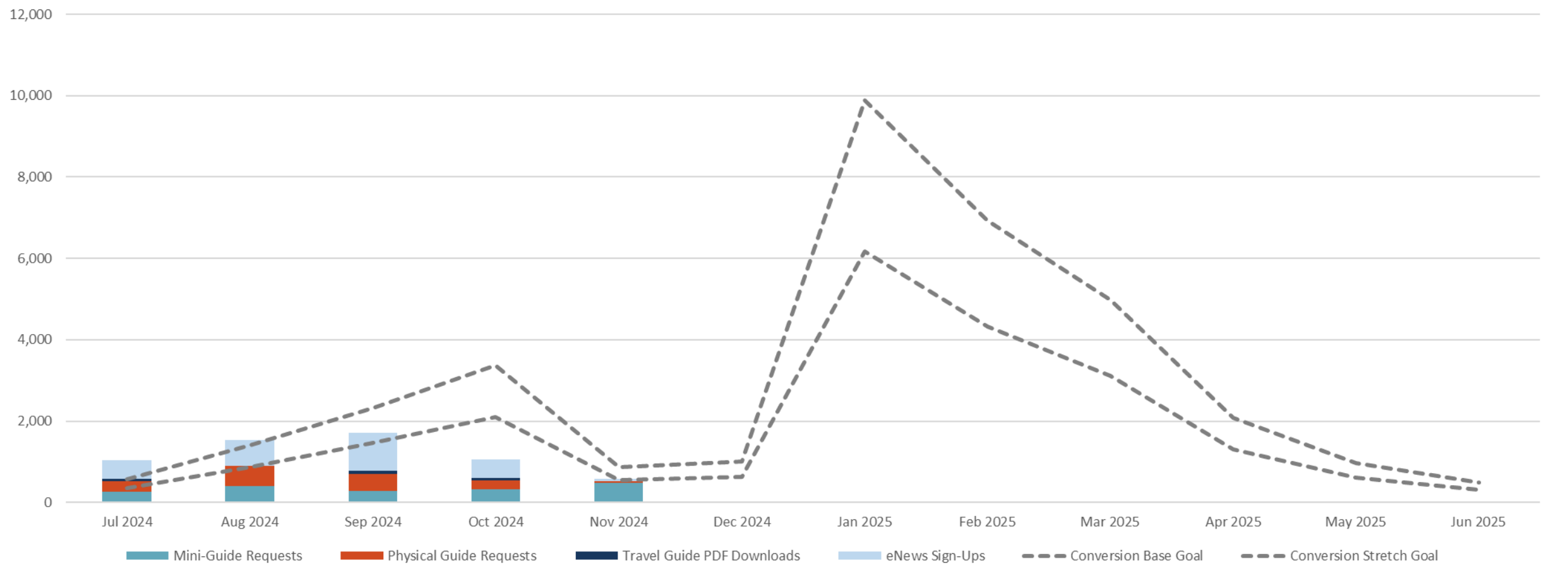
Cumulative Engagements Performance To Goal





Convert

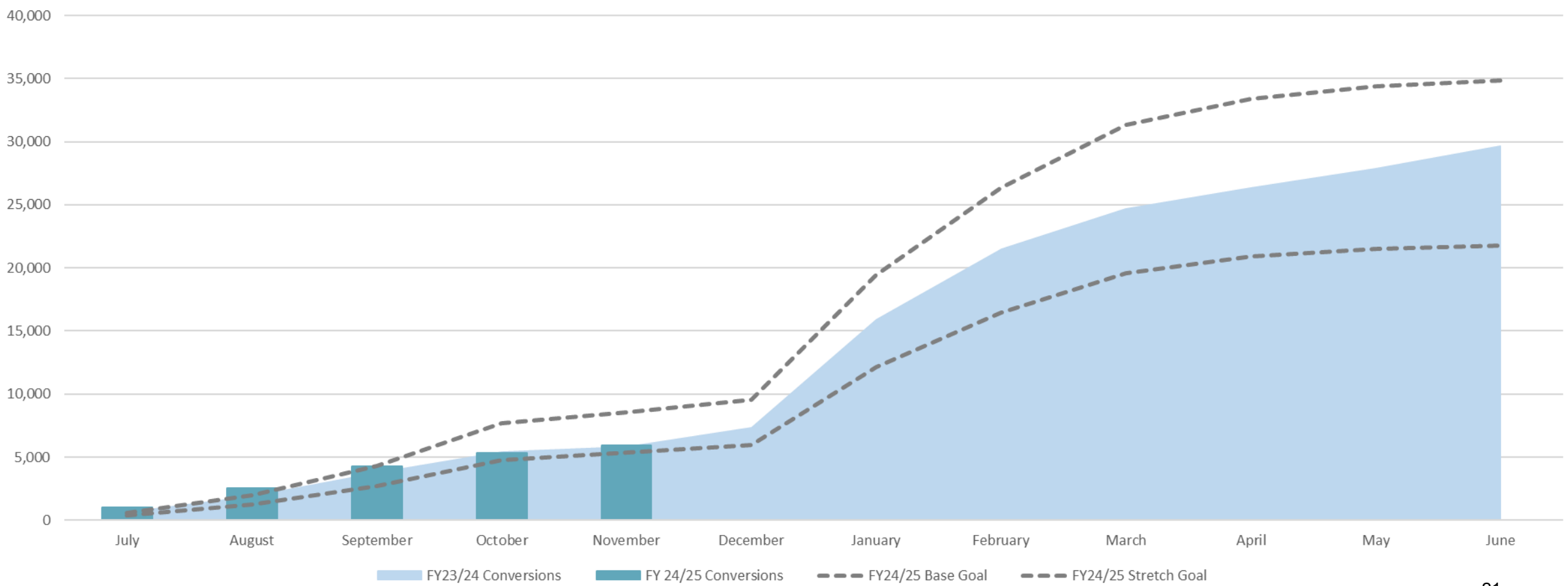
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



The Outer Banks[®]

VISITORS BUREAU

DARE COUNTY TOURISM BOARD COMMUNITY ENGAGEMENT REPORT DECEMBER 19, 2024

Outer Banks Long-Range Tourism Management Plan (LRTMP)

The next Dare County Tourism Board Special Committee meeting for the Outer Banks Long-Range Tourism Management Plan (LRTMP) will be held on **Wednesday, January 8, 2025** at 9:00 am at the Outer Banks Visitors Bureau administrative offices in Manteo.



OBVB Receives NCTIA Tourism Achievement Gold Award for The Outer Banks Promise

The Outer Banks Visitors Bureau was recognized with a Tourism Achievement Award in the Community Stakeholder Communication category for The Outer Banks Promise destination pledge at the [2024 North Carolina Travel Industry Association](#) (NCTIA) Annual Leadership Conference in Durham, NC. These awards celebrate innovation, best practices, creativity and the results accomplished through marketing efforts.

The Outer Banks Promise Partner Spotlight: Twiddy & Co.

Twiddy & Co.'s Guest Services and Owner Services teams recently gathered at the company's Duck office to collectively make [The Outer Banks Promise](#) after several staff members recently learned about the destination pledge at the OBX Tourism Summit. We encourage other area businesses, groups and associations to share their commitment to enhancing stewardship in our community. To learn more, contact Jeff Schwartzberg, Community Engagement Manager, at community@outerbanks.org.





Destination Stewardship and Responsible Tourism the Focus of Outdoor NC Workshop

[Outdoor NC](#) recently held its annual Trail Town Stewardship Partner Workshop in Raleigh, where they shared their plans for 2025 and covered various aspects of destination stewardship, responsible tourism, outdoor recreation and accessibility. The Outer Banks was one of 15 destinations included in Outdoor NC's Trail Town Stewardship pilot program in 2024 and was featured in the inaugural [North Carolina Trail Town Guide](#). At the

workshop, the Outer Banks Visitors Bureau was asked to share an update on various stewardship and community engagement initiatives in Dare County, including the [Outer Banks Long-Range Tourism Management Plan](#), the [Outer Banks Promise](#) and [voluntourism](#).

A Look Ahead: Q1 2025 Community Engagement and Stakeholder Outreach

January 8, 2025 – LRTMP Special Committee Meeting (9:00am, OBVB Administrative Offices)

January 8-10, 2025 – 'The Outer Edge' Premieres (Kill Devil Hills, Manteo, Buxton)

January 10, 2025 – Outer Banks Association of Realtors Podcast (The Outer Banks Promise)

Q1 2025 – Tourism Town Halls (in collaboration with East Carolina University)

Q1 2025 – Resident Sentiment Survey

Q1 2025 – State of Dare County Tourism Report (communication and distribution)

Q1 2025 – Outer Banks Restaurant Association Meeting (The Outer Banks Promise)

Feb/Mar 2025 – TourismNext: OBX Student Summit (in collaboration with Dare County Schools)

February 18-20, 2025 – Partnership and Community Engagement Forum – Cincinnati, OH

PUBLIC RELATIONS REPORT: December 2024

PRESS RELEASES

Celebrate OBXmas: A Coastal Holiday Experience on North Carolina's Outer Banks

(Nov 25, 2024) OBXmas: Gather your family along the Outer Banks, North Carolina to celebrate the Holidays in a most memorable way. <https://prn.to/4fbsRuP>

New Wave Of Boutique Hotels Enhances Outer Banks Lodging Landscape

(Dec 11, 2024) Early 2025, visitors can book their hotel stays directly from the Outer Banks official tourism website outerbanks.org <https://prn.to/3D6H8Ma>

PRESS TRIPS

Vanessa Infanzon | Mar 2025 Vanessa writes for SouthPark Magazine in Charlotte, among others. Aaron is working with her for an Outer Banks press visit to check out new hotel product and offerings for travelers to the OBX next spring.

EARNED MEDIA

Knoxville News | Nov 2024 "Find Ghosts, History And Wide-Open Beaches In Coastal North Carolina. Aaron worked with writer Linda Lange for an in-market visit to research this article. The Outer Banks were featured in the Knoxville News Sentinel article which appeared in the newspaper's Sunday print edition as well as online, highlighted a range of attractions from state parks and historic sites to wild horses and lighthouses. With a reach of more than 1.7 million unique monthly visitors, the digital post included a well-annotated gallery with 17 images. The paper's print circulation is about 19,000. <https://bit.ly/49zJPIIn>

OUTERBANKS.ORG/BLOG

Eating Healthy On The OBX: Low-Sugar, Gluten-Free, Vegan and More Aaron worked with writer Cheryl Rodewig on some strategic blog content identifying healthy eating and culinary considerations regarding individual preferences that lives on the Bureau's site outerbanks.org/blog <https://bit.ly/3DaGvkG>

Where To See Flowers On The Outer Banks Aaron worked with writer Cheryl Rodewig on some strategic blog content identifying places to pause and enjoy flowers, from the Elizabethan Gardens to Island Farm to the Dare County Arboretum and Teaching Garden. We engaged Cheryl for stories written custom for the Bureau's site outerbanks.org/blog <https://bit.ly/3OTNUYd>

MEDIA EVENTS

Visit NC | Nov 19 Aaron joined Visit NC's PR team and 33 other destination partners from across the state at Visit NC's annual in-state media mission. The event, held at Missy Lane's Assembly Room in Durham, drew about 40 in-state, regional and national correspondents along with well-regarded digital influencers and content creators.

International Media Marketplace (IMM) North America | Jan 21-24, 2025 Hosted by TravMedia, IMM is the first major marketplace of the year connecting public relations professionals with traditional journalists and social media influencers for an exchange of what's new in our destinations with what trends the media is looking for to share with their audiences.

Celebrate OBXmas: A Coastal Holiday Experience on North Carolina's Outer Banks



NEWS PROVIDED BY
Outer Banks Visitors Bureau →
Nov 25, 2024, 15:41 ET

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DARE COUNTY, N.C., Nov. 25, 2024 /PRNewswire/ -- The Outer Banks Visitors Bureau invites travelers to experience [OBXmas](#), a celebration of holiday magic along North Carolina's storied barrier islands from Thanksgiving through New Year's Eve. "The Outer Banks transforms during the holiday season, offering visitors a unique blend of coastal serenity and festive cheer," says Lee Nettles, Executive Director. "Our communities come together to create unforgettable experiences that combine our maritime heritage with seasonal celebrations."

The magic of OBXmas comes alive at WinterLights in The Elizabethan Gardens, where illuminated native plants, historic gardens, and holiday décor create an enchanting evening experience. In Manteo, the historic waterfront becomes a festive gathering place for the Town's Christmas Tree Lighting and Christmas Parade, while down on

OBXmas: Gather your family along the Outer Banks, North Carolina to celebrate the Holidays in a most memorable way.

✕ [Post this](#)

Hatteras Island, the Village Christmas Parade captures the spirit of coastal holiday traditions. The Duck Yuletide Celebration brings communities together with tree lighting and carol singing along the soundfront.

For extra spirited dining entertainment, try the family-friendly 12 Bars of Christmas pop-up restaurant experience and the Misfit Island Bar Crawl. As the year draws to a close, the Manteo waterfront lights up with a spectacular New Year's Eve fireworks display. Throughout the season, visitors can explore holiday-themed tours at Wright Brothers National Memorial and Roanoke Island Festival Park with the Elizabeth II representative colonial ship lit for the Season or find the perfect coastal-inspired gift at locally owned boutiques and galleries.

The holiday season also presents meaningful opportunities to support the Outer Banks community and be a steward. For example, the public can help the Outer Banks SPCA decorate their facilities and care for animals seeking forever homes, or participate in Beach Food Pantry's seasonal food drives. Local museums and historic sites welcome volunteers for special holiday programs, while organizations like the Network for Endangered Sea Turtles (N.E.S.T.) continue their vital year-round rescue work.

Visit www.outerbanks.org/voluntourism to discover how you can combine your holiday visit with purposeful community giving of time. For a complete list of holiday events and activities, visit OBXmas.org. For additional information about planning your winter getaway to the Outer Banks, visit www.outerbanks.org.

About the Outer Banks Visitors Bureau

The Outer Banks Visitors Bureau is the official tourism authority for Dare County, North Carolina, encompassing the towns of Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, Manteo and the islands of Roanoke and Hatteras. The bureau promotes sustainable tourism while preserving the natural beauty and cultural heritage of North Carolina's barrier islands.



During OBXmas, Kites with Lights returns to Jockey's Ridge State Park in Nags Head, North Carolina on Saturday, November 30th from 4-7 pm. Only found atop the tallest sand dune on the East Coast, experience dancing lights in the night sky courtesy Kitty Hawk Kites. OBXmas.org



New Wave of Boutique Hotels Enhances Outer Banks Lodging Landscape



NEWS PROVIDED BY
Outer Banks Visitors Bureau →
Dec 11, 2024, 13:53 ET

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MANTEO, N.C., Dec. 11, 2024 /PRNewswire/ -- The Outer Banks of North Carolina continues to diversify its accommodation offerings with the opening of several distinctive boutique hotels throughout the past year, riding a significant wave of rebranding, renovations and new construction in the hotel industry on the Outer Banks. "It's an exciting time to book," says Lee Nettles, Executive Director of the [Outer Banks Visitors Bureau](https://www.outerbanks.org). "Travelers can enjoy a host of choices for their overnight experience in 2025, from historic hotels to new independent properties, in addition to vacation rental homes, inns, cottage courts and campgrounds that have become calling cards for the destination. Couple this trend with our new direct booking partnership with Ripe and we're anticipating an exciting year ahead at [outerbanks.org](https://www.outerbanks.org)." Beginning early 2025, visitors will be able to book their hotel stays directly from the official tourism website with other lodging types to follow.

Manteo's charming town waterfront has emerged as a hub for boutique lodging, welcoming three unique properties. The Pearl Hotel, opened in 2024, features 16 individually designed rooms and two luxury family suites, crowned by an exclusive rooftop greenspace overlooking Roanoke Sound. Each room showcases curated global design

Early 2025, visitors can book their hotel stays directly from the Outer Banks official tourism website [outerbanks.org](https://www.outerbanks.org).

✕ [Post this](#)

elements, from Italian touches to themed experiences including bridal, garden, and nautical motifs. Hotel Manteo, a 2023 transformation of the historic Elizabethan Inn, blends coastal Carolina inspiration with contemporary amenities. The property expanded its offerings in 2024 with the addition of Firetender Grill, enhancing Manteo's dining scene. Completing the town's boutique hotel triangle, The Manteo House opened in 2023, offering corporate retreat space and luxury accommodations in a preserved historic setting along Shallowbag Bay. Manteo and surrounding Roanoke Island is highly regarded as cultural and artistic community, being home to several attractions and museums, satisfying waterfront shopping and restaurants serving a range of palettes.



The town of Manteo has enjoyed a wave of new hotel construction and redevelopment along with beach communities on the Outer Banks of North Carolina in the past year and more. The Roanoke Marshes Lighthouse welcomes visitors from all over to stroll the charming waterfront and immerse in the southern coastal culture of the Outer Banks. [outerbanks.org](https://www.outerbanks.org)

In Nags Head, the iconic Owen's Hotel has been reimagined as Mia's Boutique Hotel, featuring three distinct buildings with oceanfront luxury suites equipped with full kitchens. Further south, the Jonathan Adler-designed Pamlico Station Edgecamp opened in 2024, bringing national recognition through features in Condé Nast Traveler and Travel + Leisure. The property offers a fully equipped residential-style experience in Cape Hatteras. Looking ahead to summer 2025, Kill Devil Hills will welcome at least one new flag hotel rebrand, adding to the beach's expanding hotel options. Lighthouses, national and state parks and several fishing piers and bathhouses for accessing the best beaches on the East Coast, along with restaurants only found on the Outer Banks serving locally caught seafood can complete your perfect OBX getaway when paired with the right accommodation for you.

Visitors are invited to check out the Outer Banks Visitors Bureau event calendar to build out their preferred travel weeks with vacation ideas for 2025 <https://www.outerbanks.org/events/>. For more information about visiting the Outer Banks, visit www.outerbanks.org.

About the Outer Banks Visitors Bureau

The Outer Banks Visitors Bureau is the official tourism authority for Dare County, North Carolina, encompassing the towns of Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, Manteo and the islands of Roanoke and Hatteras. The bureau promotes sustainable tourism while preserving the natural beauty and cultural heritage of North Carolina's barrier islands. [outerbanks.org](https://www.outerbanks.org)

LIFE

Travel: Find ghosts, history and wide-open beaches in Coastal North Carolina

Linda Lange and Steve Ahillen For the Knoxville News Sentinel

Published 5:01 a.m. ET Nov. 14, 2024 | Updated 5:01 a.m. ET Nov. 14, 2024



College Football is back
YouTube TV

EXPLORE PLANS



Biltmore Estate prepares to reopen with Christmas tree-raising after Tropical Storm Helene

On Oct. 30, Biltmore Estate prepared to reopen after closing for more than a month following Tropical Storm Helene. The annual tree raising ceremony was attended by media, Biltmore staff and special guests, including Kristoffer Polaha, who stars as Jack Huston in Hallmark's "A Biltmore Christmas," w

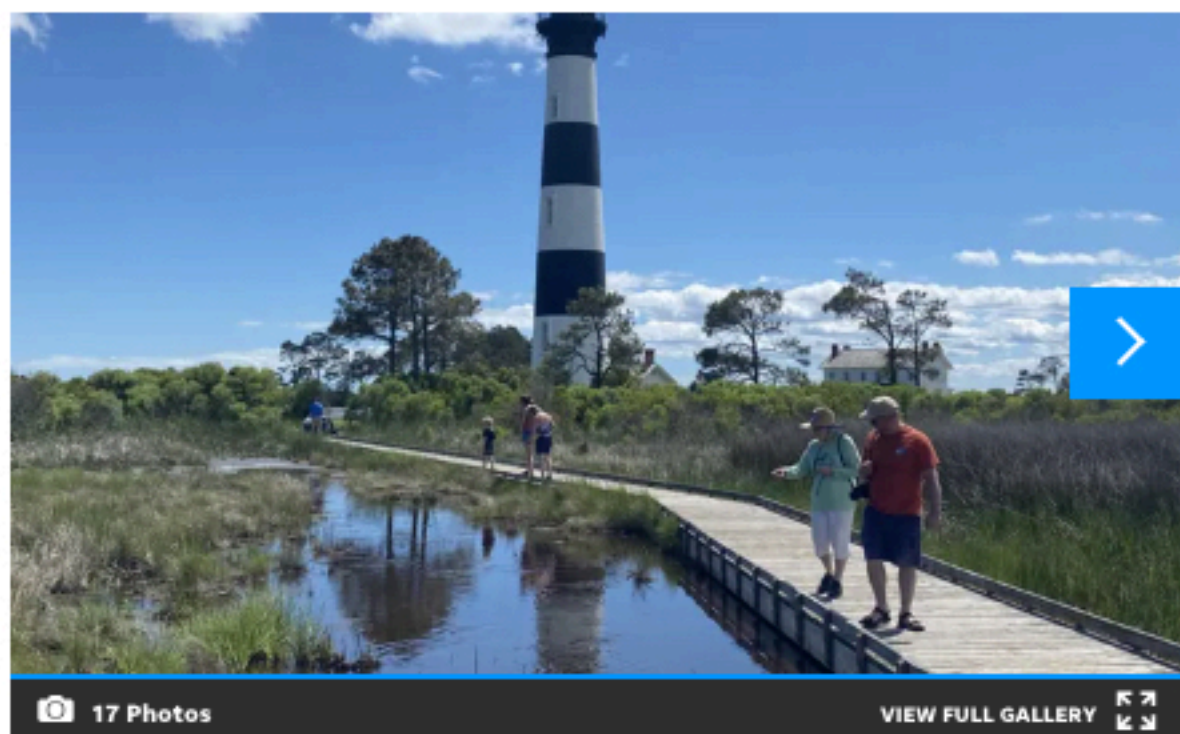
MANTEO, North Carolina - "This is the most historical place in the United States of America."

Francis "Chief" D'Ambra makes this bold declaration as he leads a tour through Manteo, a town on the Outer Banks.

D'Ambra's history lesson includes Native American settlements, Civil War skirmishes, U-boat attacks during World War II, the Civil Rights movement and the U.S. space program.

Virginia Dare became the first English child born in America on Aug. 18, 1587, on Roanoke Island. In the early 1700s, pirates routinely plundered merchant vessels navigating to Ocracoke Island and Portsmouth Island, then the state's biggest ports. Orville Wright took off on the first successful powered airplane flight in 1903 near Kitty Hawk.

Through the centuries, more than 2,000 ships have sunk along this 80-mile stretch of coast. Sometimes violent storms, pirates, naval battles and unpredictable currents caused the disasters, but many ships foundered because of the dangerous, ever-shifting shoals. The just-reopened Graveyard of the Atlantic Museum on Hatteras Island vividly reveals the legacies of wrecked ships as well as the valiant efforts to save them. A Monomoy surfboat, a 26-foot-long boat used in rescue operations in the 1890s, dominates the museum's exhibition hall.



17 Photos

VIEW FULL GALLERY

History and natural beauty draw visitors to North Carolina coast

Coastal North Carolina attracts more than five million tourists annually for sites - and sights - like these.

Many artifacts from the earlier days of ships and ship building are on view at the North Carolina Maritime Museum in Beaufort, N.C. The museum also exhibits fauna of the coast, highlighted by the 33-foot skeleton of a sperm whale that hangs by wires from the ceiling.

The centuries-old tradition of wooden boat building continues at the Harvey W. Smith Watercraft Center. Visitors watch as craftsmen use hand tools to construct watercrafts typical to the area.

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Chicamacomico Life-Saving Station illustrates the history of courageous water rescues. Located in Rodanthe, the historic site and museum display artifacts, photographs and equipment used by the U.S. Life-Saving Service, which evolved into the U.S. Coast Guard. The site features two stations and five support buildings.

Treacherous sailing through the sand shoals required construction of lighthouses to aid navigators. First lighted in 1823, Ocracoke Lighthouse is North Carolina's oldest. The Bodie Island Lighthouse contains its original Fresnel lens; it was illuminated for the first time in 1872. At nearly 200 feet tall, Cape Hatteras Lighthouse is America's tallest brick lighthouse. The Currituck Beach Lighthouse was built in 1875. The 162-foot beacon attracts many visitors who tour the 39-acre Historic Corolla Park, which also contains the 1920s mansion Whalehead, Currituck Maritime Museum and the Outer Banks Center for Wildlife Education. Exhibits display the regional sportsmen's legacy of hunt clubs and habitat preservation.

Reporting Harassment: Any employee who believes that they may have a complaint of harassment should normally report the incident to the Executive Director, or if circumstances warrant the employee may file the complaint directly with the Tourism Board. When an incident is reported to the Executive Director or Board an immediate investigation will be conducted into any allegation of harassment. The employee and Executive Director and/or Board shall be notified of the outcome of the investigation in writing.

Employees who are found to be engaged in harassment are subject to disciplinary action up to and including dismissal.

Employees making complaints of harassment are protected against retaliation from alleged harassers or other employees.

Section 6. Performance Evaluation

Supervisors shall conduct Performance Evaluation conferences with each employee at least once a year in May - June. These performance evaluations shall be documented in writing and placed in the employee's personnel file according to the procedures defined.

Section 7. Bureau Property and Equipment

Bureau equipment, materials, and supplies shall not be available for personal use and are not to be removed from Bureau property except in the conduct of official Bureau business. No employee shall purchase for personal use any equipment or supplies through Bureau purchase accounts, unless there is written authorization from the Executive Director.

Telephone, Email and Internet

Usage of Bureau telephones, computers and other technical devices for personal communications and Internet connections or e-mail for personal reasons should be brief. Employees shall not ~~access pornographic sites through Bureau equipment or~~ use Bureau telephones for personal long-distance calls.

Pursuant to NCGS §143-805, no employees or appointed members shall view pornography on any computer network or device owned, leased, maintained, or otherwise controlled by the Bureau, whether on a Bureau owned and maintained device, or a privately owned or controlled device while using the Bureau's network for internet access.

Each year, and not later than August 1, the Bureau shall report the information required in NCGS §143-805 to the State Chief Information Officer.

Any employee or appointed member who violates any provision of this provision of this policy shall be subject to disciplinary action under the Bureau's personnel policy. Any appointed member who violates the provision of this policy shall be subject to removal by the Tourism Board.

The Bureau recognizes that employees today use social media sites such as networking sites, personal email, personal websites, blogs, comment boards, chat rooms, and other social media resources. Employees should be mindful that they are representatives of the Bureau at all times and their actions, whether working or not, can affect the Bureau and its ability to serve the Outer Banks effectively.

Employees should be mindful and respectful to others in regard to what they post. Personal posts shall not create a harassing, demeaning, or hostile work environment for any employee, interfere with another employee's work, or erode the public's confidence in the Bureau and its services. Embarrassing or inappropriate posts or comments about other Bureau employees, board members, or community partners are prohibited under this policy.